

## **Appendix O.1**

### **WIC program 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 Program Staff Experience Survey**

## **WIC & FMNP Outreach, Innovation, and Modernization Evaluation**

# Welcome to the WIC Program 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, you must currently work as a WIC program staff member.

## 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 guess.
- 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 [WIC AGENCY/WIC 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](mailto: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 State and local agencies (and other key partners) to modernize WIC and FMNP; the goal of the study is to understand how WIC modernization is transforming WIC to better meet the needs of families and improve the way WIC staff and vendors experience the WIC program. This survey will help FNA understand how WIC program staff have experienced Congress-funded modernization efforts, including what has gone well and what has been challenging.

**We know you are busy, and we appreciate your feedback! As WIC staff, 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.

Your participation in this survey is voluntary; however, participation in this study by your WIC agency is mandatory. Choosing to participate or not will not affect your WIC role. There are no risks or benefits associated with participating in the study. 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. BACKGROUND CHARACTERISTICS

The following are questions about you and the WIC [AGENCY/CLINIC] you currently work for.

**A1.** When did you start working at [WIC AGENCY/WIC CLINIC]?

*Select one only*

- 1 m [RESPONSE OPTION FOR LATER SURVEYS] 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 2020 or 2021
- 8 m Between 2010 - 2019
- 9 m Between 2000 - 2009
- 10 m Prior to 2000

**A2.** [IF WICSTAFFTYPE = CLINIC OR LOCAL] What is your role at [WIC AGENCY/WIC CLINIC]?

*Select one only*

- 1 m Local agency director
- 2 m Clinic manager
- 3 m Vendor liaison/manager
- 4 m Outreach coordinator
- 5 m Competent professional authority (CPA)
- 6 m Nutrition aide or similar
- 7 m Breastfeeding peer counselor
- 8 m Breastfeeding coordinator or designated breastfeeding expert (DBE)
- 9 m Administrative support staff (e.g., clerks)
- 99 m Other (specify):

**A3. Currently, how do you feel about working for [WIC AGENCY/WIC CLINIC]? Reminder: your response to this survey will not be shared with your place of work.**

*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

**A4. Thinking back on your experience working for [WIC AGENCY/WIC CLINIC] since 2022 (or since you started in this job, if later), how has your overall satisfaction working for WIC 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

## SECTION B. EXPERIENCE WITH THE WIC MODERNIZATION ACTIVITIES

As you may know, many WIC State and local agencies and clinics have been working on WIC modernization efforts to reach new WIC participants and improve services to WIC participants. We want to hear about your experience with modernization efforts funded by the American Rescue Plan Act (ARPA) since January 2022. If you are unsure whether the effort was funded by ARPA, please include it if it occurred in 2022 or later.

**B1a.** The next few questions are about WIC modernization activities that may have been implemented at your agency. Since January 2022 (or since you started in this job, if later), which of the following activities related to technology and service delivery have been implemented at your agency?

*Select all that apply*

- ☐ 1 Implementing electronic payment methods for shopping at farmers' markets/roadside produce stands (*such as WIC CVB, mobile pay, or a QR code*)
- ☐ 2 Transitioning from Offline to Online EBT
- ☐ 3 Improving data analysis, visualization, and ongoing measurement
- ☐ 4 Conducting data matching with other programs, such as the Supplemental Nutrition Assistance Program (SNAP) and Medicaid, to increase enrollment and/or streamline certification
- ☐ 5 Conducting data sharing with healthcare providers or networks to increase enrollment and/or streamline certification
- ☐ 6 Improving tools and/or systems (*this could include online applications, text messaging tools, virtual appointment platforms, appointment scheduling tools, electronic document sharing/signature tools, participant portal, your State agency's WIC app, the WIC Shopper app, MIS improvements, etc.*).
- ☐ 7 Upgraded technical equipment (*this could include scales, stadiometers, hemoglobin or hemocrit devices, or computers*)
- ☐ 8 Don't know

**B1b. Since January 2022 (or since you started in this job, if later), which of the following WIC modernization activities related to improving the shopping experience have been implemented at your agency?**

*Select all that apply*

- ☐ Adding online shopping capabilities
- ☐ Improving the in-store shopping experience for participants
- ☐ Improving shopping education activities for participants
- ☐ Plain language and Limited English Proficiency (LEP) support for shopping
- ☐ Don't know

**B1c. Since January 2022 (or since you started in this job, if later), which of the following WIC modernization activities related to conducting outreach or developing the workforce have been implemented at your agency?**

*Select all that apply*

- ☐ Conducting outreach to increase enrollment
- ☐ Improving communication, such as using plain language or new/better translations
- ☐ Strengthening staff's abilities to support participants of different backgrounds
- ☐ Addressing barriers to staff recruitment and retention
- ☐ Don't know

**B2. Overall, how do you feel about each of these modernization activities (if applicable to your agency or clinic)?**

Select one per row

|                                                                                                                                                                                                                                                                                                          | Very satisfied | Satisfied | Neither satisfied nor dissatisfied | Dissatisfied | Very dissatisfied | Don't know |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----------|------------------------------------|--------------|-------------------|------------|
| a. Implementing electronic payment methods for shopping at farmers' markets/roadside produce stands (such as WIC CVB, mobile pay, or a QR code)                                                                                                                                                          | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        |
| b. Transitioning from Offline to Online EBT                                                                                                                                                                                                                                                              | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        |
| c. Improving data analysis, visualization, and ongoing measurement                                                                                                                                                                                                                                       | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        |
| d. Conducting data matching with other programs, such as SNAP and Medicaid, to increase enrollment and/or streamline certification                                                                                                                                                                       | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        |
| e. Conducting data sharing with healthcare providers or networks to increase enrollment and/or streamline certification                                                                                                                                                                                  | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        |
| f. Improving tools and/or systems (this could include online applications, text messaging tools, virtual appointment platforms, appointment scheduling tools, electronic document sharing/signature tools, participant portal, your State agency's WIC app, the WIC Shopper app, MIS improvements, etc.) | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        |
| g. Upgrading technical equipment (this could include scales, stadiometers, hemoglobin or hemocrit devices, or computers)                                                                                                                                                                                 | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        |
| h. Adding online shopping capabilities                                                                                                                                                                                                                                                                   | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        |
| i. Improving the in-store shopping experience for participants                                                                                                                                                                                                                                           | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        |
| j. Improving shopping education activities for participants                                                                                                                                                                                                                                              | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        |
| k. Plain language and Limited English Proficiency (LEP) Support for shopping                                                                                                                                                                                                                             | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        |

|                                                                                     | Very<br>satisfied | Satisfied | Neither<br>satisfied<br>nor<br>dissatisfied | Dissatisfied | Very<br>dissatisfied | Don't<br>know |
|-------------------------------------------------------------------------------------|-------------------|-----------|---------------------------------------------|--------------|----------------------|---------------|
| l. Conducting outreach to increase enrollment                                       | 1 m               | 2 m       | 3 m                                         | 4 m          | 5 m                  | D m           |
| m. Improving communication, such as using plain language or new/better translations | 1 m               | 2 m       | 3 m                                         | 4 m          | 5 m                  | D m           |
| n. Strengthening staff's abilities to support participants of different backgrounds | 1 m               | 2 m       | 3 m                                         | 4 m          | 5 m                  | D m           |
| o. Addressing barriers to staff recruitment and retention                           | 1 m               | 2 m       | 3 m                                         | 4 m          | 5 m                  | D m           |

**B3. Since January 2022 (or since you started in this job, if later), how have each of these activities affected your ability to provide high-quality services to participants and applicants?**

Select one per row

|                                                                                                                                                                                                                                                                                                                   | Greatly<br>improved<br>my<br>ability | Improved<br>my<br>ability | Neither<br>improved<br>nor<br>worsened<br>my<br>ability | Worsened<br>my<br>ability | Greatly<br>worsened<br>my<br>ability | Don't<br>know |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|---------------------------|---------------------------------------------------------|---------------------------|--------------------------------------|---------------|
| a. Implementing electronic payment methods for shopping at farmers' markets/roadside produce stands ( <i>such as WIC CVB, mobile pay, or a QR code</i> )                                                                                                                                                          | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| b. Transitioning from Offline to Online EBT                                                                                                                                                                                                                                                                       | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| c. Improving data analysis, visualization, and ongoing measurement                                                                                                                                                                                                                                                | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| d. Conducting data matching with other programs, such as SNAP and Medicaid, to increase enrollment and/or streamline certification                                                                                                                                                                                | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| e. Conducting data sharing with healthcare providers or networks to increase enrollment and/or streamline certification                                                                                                                                                                                           | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| f. Improving tools and/or systems ( <i>this could include online applications, text messaging tools, virtual appointment platforms, appointment scheduling tools, electronic document sharing/signature tools, participant portal, your State agency's WIC app, the WIC Shopper app, MIS improvements, etc.</i> ) | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| g. Upgrading technical equipment ( <i>this could include scales, stadiometers, hemoglobin or hemocrit devices, or computers</i> )                                                                                                                                                                                 | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| h. Adding online shopping capabilities                                                                                                                                                                                                                                                                            | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| i. Improving the in-store shopping experience for participants                                                                                                                                                                                                                                                    | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| j. Improving shopping education activities for participants                                                                                                                                                                                                                                                       | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| k. Plain language and Limited English Proficiency (LEP) Support for shopping                                                                                                                                                                                                                                      | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| l. Conducting outreach to increase enrollment                                                                                                                                                                                                                                                                     | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| m. Improving communication, such as using plain language or new/better translations                                                                                                                                                                                                                               | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| n. Strengthening staff's abilities to support participants of different backgrounds                                                                                                                                                                                                                               | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |
| o. Addressing barriers to staff recruitment and retention                                                                                                                                                                                                                                                         | 1 m                                  | 2 m                       | 3 m                                                     | 4 m                       | 5 m                                  | D m           |

**B4. Since January 2022 (or since you started in this job, if later), how have each of these activities affected your experience as a WIC staff member?**

Select one per row

|                                                                                                                                                                                                                                                                                                          | Greatly improved my experience | Improved my experience | Neither improved nor worsened my experience | Worsened my experience | Greatly worsened my experience | Don't know |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|------------------------|---------------------------------------------|------------------------|--------------------------------|------------|
| a. Implementing electronic payment methods for shopping at farmers' markets/roadside produce stands (such as WIC CVB, mobile pay, or a QR code)                                                                                                                                                          | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| b. Transitioning from Offline to Online EBT                                                                                                                                                                                                                                                              | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| c. Improving data analysis, visualization, and ongoing measurement                                                                                                                                                                                                                                       | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| d. Conducting data matching with other programs, such as SNAP and Medicaid, to increase enrollment and/or streamline certification                                                                                                                                                                       | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| e. Conducting data sharing with healthcare providers or networks to increase enrollment and/or streamline certification                                                                                                                                                                                  | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| f. Improving tools and/or systems (this could include online applications, text messaging tools, virtual appointment platforms, appointment scheduling tools, electronic document sharing/signature tools, participant portal, your State agency's WIC app, the WIC Shopper app, MIS improvements, etc.) | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| g. Upgrading technical equipment (this could include scales, stadiometers, hemoglobin or hemocrit devices, or computers)                                                                                                                                                                                 | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| h. Adding online shopping capabilities                                                                                                                                                                                                                                                                   | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| i. Improving the in-store shopping experience for participants                                                                                                                                                                                                                                           | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| j. Improving shopping education activities for participants                                                                                                                                                                                                                                              | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| k. Plain language and Limited English Proficiency (LEP) Support for shopping                                                                                                                                                                                                                             | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| l. Conducting outreach to increase enrollment                                                                                                                                                                                                                                                            | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |
| m. Improving communication, such as using plain language or new/better translations                                                                                                                                                                                                                      | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | D m        |

| Greatly improved my experience | Improved my experience | Neither improved nor worsened my experience | Worsened my experience | Greatly worsened my experience | Don't know |
|--------------------------------|------------------------|---------------------------------------------|------------------------|--------------------------------|------------|
|--------------------------------|------------------------|---------------------------------------------|------------------------|--------------------------------|------------|

n. Strengthening staff's abilities to support participants of different backgrounds

1 m 2 m 3 m 4 m 5 m D m

o. Addressing barriers to staff recruitment and retention

1 m 2 m 3 m 4 m 5 m D m

### B5. How do you feel about each of the following tools and/or systems at your agency?

Select one per row

|                                                                  | Very satisfied | Satisfied | Neither satisfied nor dissatisfied | Dissatisfied | Very dissatisfied | Don't know | Not applicable |
|------------------------------------------------------------------|----------------|-----------|------------------------------------|--------------|-------------------|------------|----------------|
| a. Online application                                            | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| b. Text messaging tools                                          | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| c. Phone calls                                                   | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| d. AI (e.g., chatbots)                                           | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| e. Appointment scheduling tool (applicant/participant facing)    | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| f. Electronic document sharing (applicant or participant facing) | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| g. Electronic document signatures                                | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| h. Participant portal                                            | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| i. [StateWICAppName]                                             | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| j. [WICShopperApp]                                               | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| k. MIS                                                           | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| l. Anthropometric data collection equipment                      | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| m. Laptops/ computers                                            | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| n. Online materials (self-guided)                                | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |
| o. Webinars (live)                                               | 1 m            | 2 m       | 3 m                                | 4 m          | 5 m               | D m        | NA m           |

**B6. Since January 2022 (or since you started in this job, if later), how have each of the following tools and/or systems (if applicable to your agency or clinic) affected your ability to provide high-quality services to participants and applicants?**

*Select one per row*

|                                                                  | Greatly improved my ability | Improved my ability | Neither improved nor worsened my ability | Worsened my ability | Greatly worsened my ability | Don't know |
|------------------------------------------------------------------|-----------------------------|---------------------|------------------------------------------|---------------------|-----------------------------|------------|
| a. Online application                                            | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| b. Text messaging tools                                          | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| c. Phone calls                                                   | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| d. AI (e.g., chatbots)                                           | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| e. Appointment scheduling tool (applicant/participant facing)    | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| f. Electronic document sharing (applicant or participant facing) | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| g. Electronic document signatures                                | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| h. Participant portal                                            | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| i. [StateWICAppName]                                             | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| j. [WICShopperApp]                                               | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| k. MIS                                                           | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| l. Anthropometric data collection equipment                      | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| m. Laptops/ computers                                            | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| n. Online materials (self-guided)                                | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |
| o. Webinars (live)                                               | 1 m                         | 2 m                 | 3 m                                      | 4 m                 | 5 m                         | D m        |

**B7. Since January 2022 (or since you started in this job, if later), how have each of the following tools and/or systems affected your experience as a staff member?**

*Select one per row*

|                                                                  | Greatly improved my experience | Improved my experience | Neither improved nor worsened my experience | Worsened my experience | Greatly worsened my experience | Don't know |
|------------------------------------------------------------------|--------------------------------|------------------------|---------------------------------------------|------------------------|--------------------------------|------------|
| a. Online application                                            | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| b. Text messaging tools                                          | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| c. Phone calls                                                   | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| d. AI (e.g., chatbots)                                           | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| e. Appointment scheduling tool (applicant/participant facing)    | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| f. Electronic document sharing (applicant or participant facing) | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| g. Electronic document signatures                                | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| h. Participant portal                                            | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| i. [StateWICAppName]                                             | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| j. [WICShopperApp]                                               | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| k. MIS                                                           | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| l. Anthropometric data collection equipment                      | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| m. Laptops/ computers                                            | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| n. Online materials (self-guided)                                | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |
| o. Webinars (live)                                               | 1 m                            | 2 m                    | 3 m                                         | 4 m                    | 5 m                            | 0 m        |

**B8. [IF WICSTAFFTYPE = CLINIC OR LOCAL] What types of virtual appointments with WIC applicants and/or participants do you conduct, if any? A virtual appointment could take place by phone or videocall with a WIC applicant or client.**

We are asking what *you* do, even if others in your agency do something different.

Select all that apply

- 1 0 Certification/recertification appointment
  - 2 0 Mid-certification appointment
  - 3 0 One-on-one nutrition education
  - 4 0 Group nutrition education
  - 5 0 Peer counseling/breastfeeding support services
  - 0 m I don't conduct virtual appointments
  - D m Don't know
- CONTINUE TO B9
- GO TO C1

**B9. How do you conduct virtual appointments with WIC applicants and/or participants?**

Select all that apply

- 1 0 By phone
- 2 0 Over video call software (such as Zoom or Doxy.me) → CONTINUE TO B10
- 3 0 By text messaging
- 4 0 Other method
- D m Don't know

**IF YOU CONDUCT VIRTUAL APPOINTMENTS WITH WIC APPLICANTS AND/OR PARTICIPANTS VIA VIDEO CALL SOFTWARE (SUCH AS ZOOM OR DOXY.ME), CONTINUE TO B10.**

**B10.**

**OTHERWISE, GO TO B11.**

**Which video call software do you typically use to conduct virtual appointments?**

Select all that apply

- 1 0 Zoom
- 2 0 Doxy.me
- 3 0 Google Meet
- 4 0 Microsoft Teams
- 5 0 Webex
- 6 0 Facetime
- 7 0 Skype
- 8 0 Other
- D m Don't know

**B11. How do you feel about the technology you use to conduct virtual appointments with WIC applicants and/or participants?**

*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

**B12. How do you feel about [Iowa WIC's/your agency's/your clinic's] efforts to improve the technology you use for conducting virtual appointments?**

*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 No improvements/not aware of improvements
  - ☐ 7 m Don't know
- CONTINUE TO B13
- GO TO B14

**B13. Have virtual appointment technology changes improved or worsened your experience as a staff member at your WIC [clinic/agency]?**

*Select one only*

- ☐ 1 m Greatly improved my experience
- ☐ 2 m Improved my experience
- ☐ 3 m Neither improved nor worsened my experience
- ☐ 4 m Worsened my experience
- ☐ 5 m Greatly worsened my experience
- ☐ 6 m Don't know

**B14. How can the WIC program further enhance the virtual appointment technology to improve your experience conducting virtual appointments?**

*Select all that apply*

- ☐ 1 Ensure the virtual appointment technology is easily accessible for WIC applicants and/or participants
- ☐ 2 Improve virtual appointment reminders
- ☐ 3 Improve resources to serve limited English proficiency (LEP) applicants and/or participants during virtual appointments
- ☐ 4 Improve the stability and/or functioning of the virtual appointment technology so there are fewer disruptions
- ☐ 5 Make it possible for different modes of communication during the virtual appointments (*such as a chat or chatbot, a way to share important links, etc.*)
- ☐ 99 Other (specify):

☐ m Don't know

## SECTION C. STAFF TRAINING AND DEMOGRAPHICS

**You're almost done with the survey!**

**We have a few more questions about trainings you may have participated in since January 2022 (or since you started in this job, if later), as well your opinions on the importance of certain skills and knowledge in the workplace. We close out this section with a demographic question.**

**C1. Have you received trainings to use new technologies or help participants use new technologies since January 2022 (or since you started in this job, if later)?**

*Select one only*

- ☒ m Yes
- ☐ m No
- ☐ m Don't know

**C2. Which other topics have you received training on since January 2022 (or since you started in this job, if later)?**

*Select all that apply*

- ☐ Tailoring nutrition counseling to participants of different backgrounds
- ☐ Trauma-informed practice
- ☐ Using language that is mindful of participants' different backgrounds
- ☐ Tailoring motivational counseling to participants of different backgrounds
- ☐ Understanding community dynamics
- ☐ Communicating with individuals of different backgrounds
- ☐ Building relationships through virtual strategies and practices
- ☐ Authentic community engagement
- ☐ Social determinants of health
- ☐ Awareness of community resources
- ☐ Social networks
- ☐ Community-based partnership
- ☐ Media training
- ☐ m Don't know
- ☐ m I haven't received training on any of these topics

**C3. In the work you do, how important is the ability to understand and respect participants' varying values, attitudes, beliefs, and customs?**

*Select one only*

- ☐ 1 m Very important
- ☐ 2 m Important
- ☐ 3 m Neither important nor unimportant
- ☐ 4 m Unimportant
- ☐ 5 m Very unimportant
- ☐ D m Don't know

**C4. In the work you do, how important is it to provide care that is tailored to meet participants' social, cultural, and linguistic needs?**

*Select one only*

- ☐ 1 m Very important
- ☐ 2 m Important
- ☐ 3 m Neither important nor unimportant
- ☐ 4 m Unimportant
- ☐ 5 m Very unimportant
- ☐ D m Don't know

**C5. How do you provide care that is tailored to meet WIC participants' social, cultural, and linguistic needs?**

*Select all that apply*

- ☐ 1 O Use Participant Centered Services counseling skills (*such as building rapport, active listening, collaboration, open-ended questions, or reflective listening*)
- ☐ 2 O Tailor nutrition education messages
- ☐ 3 O Share tailored recipes
- ☐ 4 O Tailor resources and messaging so they align with common beliefs and practices regarding pregnancy and breastfeeding
- ☐ 5 O Use resources translated to their native language
- ☐ 6 O Use translators to help provide WIC services in their native language
- ☐ 0 m We do not currently provide care that is tailored to meet participants' social, cultural, and linguistic needs
- ☐ D m Don't know

**C6. How do you feel about your [agency's/clinic's] ability to provide services and support to WIC participants of different backgrounds?**

*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

**C7. [IF STATE = IOWA] Are you currently working as a contractor, or are you working as a WIC employee?**

*Select one only*

- ☐ 1 m Contractor → GO TO C9
- ☐ 0 m WIC employee → CONTINUE TO C8

**C8. Do you agree or disagree that the following elements are factored into the current career growth opportunities at your [agency/clinic]?**

*Select one per row*

|                                                                            | Strongly agree            | Agree                     | Neither agree nor disagree | Disagree                  | Strongly disagree         | Don't know                |
|----------------------------------------------------------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|---------------------------|
| a. Staff's knowledge of the needs of participants of different backgrounds | <input type="radio"/> 1 m | <input type="radio"/> 2 m | <input type="radio"/> 3 m  | <input type="radio"/> 4 m | <input type="radio"/> 5 m | <input type="radio"/> D m |
| b. Staff's language fluency in a language other than English               | <input type="radio"/> 1 m | <input type="radio"/> 2 m | <input type="radio"/> 3 m  | <input type="radio"/> 4 m | <input type="radio"/> 5 m | <input type="radio"/> D m |
| c. Staff's lived experience                                                | <input type="radio"/> 1 m | <input type="radio"/> 2 m | <input type="radio"/> 3 m  | <input type="radio"/> 4 m | <input type="radio"/> 5 m | <input type="radio"/> D m |

**C9. What is your race and/or ethnicity?**

*Select all that apply and enter additional details in the spaces below.*

- 1 0 **American Indian or Alaska Native** – Enter, for example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.

- 2 0 **Asian** – Provide details below.

- |                                     |                                    |                                |
|-------------------------------------|------------------------------------|--------------------------------|
| <input type="radio"/> Chinese       | <input type="radio"/> Asian Indian | <input type="radio"/> Filipino |
| <input type="checkbox"/> Vietnamese | <input type="radio"/> Korean       | <input type="radio"/> Japanese |

*Enter, for example, Pakistani, Hmong, Afghan, etc.*

- 3 0 **Black or African American** – Provide details below.

- |                                        |                                 |                               |
|----------------------------------------|---------------------------------|-------------------------------|
| <input type="radio"/> African American | <input type="radio"/> Jamaican  | <input type="radio"/> Haitian |
| <input type="checkbox"/> Nigerian      | <input type="radio"/> Ethiopian | <input type="radio"/> Somali  |

*Enter, for example, Trinidadian and Tobagonian, Ghanaian, Congolese, etc.*

- 4 0 **Hispanic or Latino** – Provide details below.

- |                                |                                    |                                  |
|--------------------------------|------------------------------------|----------------------------------|
| <input type="radio"/> Mexican  | <input type="radio"/> Puerto Rican | <input type="radio"/> Salvadoran |
| <input type="checkbox"/> Cuban | <input type="radio"/> Dominican    | <input type="radio"/> Guatemalan |

*Enter, for example, Colombian, Honduran, Spaniard, etc.*

- 5 0 **Middle Eastern or North African** – Provide details below.

- |                                 |                               |                                |
|---------------------------------|-------------------------------|--------------------------------|
| <input type="radio"/> Lebanese  | <input type="radio"/> Iranian | <input type="radio"/> Egyptian |
| <input type="checkbox"/> Syrian | <input type="radio"/> Iraqi   | <input type="radio"/> Israeli  |

*Enter, for example, Moroccan, Yemeni, Kurdish, etc.*

- 6 0 **Native Hawaiian or Pacific Islander** – Provide details below.

- |                                       |                              |                                   |
|---------------------------------------|------------------------------|-----------------------------------|
| <input type="radio"/> Native Hawaiian | <input type="radio"/> Samoan | <input type="radio"/> Chamorro    |
| <input type="checkbox"/> Tongan       | <input type="radio"/> Fijian | <input type="radio"/> Marshallese |

*Enter, for example, Chuukese, Palauan, Tahitian, etc.*

- 7 0 **White** – Provide details below.

- |                                  |                              |                                |
|----------------------------------|------------------------------|--------------------------------|
| <input type="radio"/> English    | <input type="radio"/> German | <input type="radio"/> Irish    |
| <input type="checkbox"/> Italian | <input type="radio"/> Polish | <input type="radio"/> Scottish |

*Enter, for example, French, Swedish, Norwegian, etc.*

**C10. Is there anything else you'd like to share with us?**

**Thank you for completing this survey!**

**Please return your completed survey to your [agency/clinic].**

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