Field Research Corporation 601 California Street, Suite 900 San Francisco, CA 94108

courtesy.

443003 032309 <u>Final</u>

SURVEY OF WIC PARTICIPANTS - Screener -

I'm calling on behalf of the WIC (WICK) Program. May I speak with <u>FIRST NAME OF PARENT</u>? (IF NECESSARY, SAY:) We are conducting a statewide survey of parents across California about their experiences with WIC. (IF NECESSARY, SAY:) WIC is the supplemental food program for women, infants and children.

IF NO	O ENGLISH S	SPOKEN, CODE AS FOLLOWS:	SPANISH
•	IF NOT AT	THIS NUMBER, ASK FOR FORWARDING NUMBER	
ONC	E PARENT IS	S ON PHONE, SAY:	
ľm		and I'm calling on behalf of the WIC Pro	ogram.
S1.	We ar	e conducting a statewide survey of parents across	California about their experiences with WIC.
IF N	ECESSARY,	SAY:	
•	If you hav	ve any questions, you may contact WIC at <u>1-888-94</u>	<u>12-2229</u> .
•	This is a	survey sponsored by the WIC Program. WIC would	like to provide the best services possible.
•	We are d	efinitely <u>not</u> selling anything.	
•	questions the next o	urage you to provide your opinions, but your particips that you do not want to answer or have no opinion question. If you choose to end the interview before it e, there will be no penalties or any loss of WIC bene	about, please let me know and we will go to tis completed, or if you choose not to
•	The inter	view should take about 15-20 minutes.	
	IF SPAI	NISH LANGUAGE DIFFICULTIES, ASK:	
	S2.	We can conduct the survey in English or Spanish. Would you prefer to be interviewed in Spanish?	NO, CONTINUE IN ENGLISH
S3.	RECOR	RD GENDER OF PARENT:	FEMALE1

Before we begin, I need to tell you that my supervisor periodically monitors these interviews to insure quality and

SURVEY OF WIC PARTICIPANTS Questionnaire

1a.	How	many people in your household are currently on WIC?	PEOPLE	ightarrow IF $f 0$, TERMINATE			
	IF ON	E OR MORE, ASK:					
	1b.	How many of them are children ages 2 – 5?	CHILDREN 2-5 YEARS				
	1c.	How many of them are children 12-23 months old?	CHILDREN	12-23 MONTHS			
	1d.	How many of them are infants under 12 months old?	INFANTS U	NDER 12 MONTHS			
	1e.	How many are postpartum women? (IF NECESSARY, SAY: That is, women who only recently gave birth?)	POSTPART	UM WOMEN			
	1f.	How many are pregnant women?	PREGNAN	ΓWOMEN			
	- N	IOTE: SUM OF Q1b-Q1f MUST EQUAL NUMBER OF PEOPLE ON V	WIC FROM Q1a.				
	IF INT	ERVIEW BEING CONDUCTED IN APRIL 2009 ONLY, ASK:					
	1g.	Have you already been to WIC this month to pick up your WIC checks?	YES				
2.	mont	nting all pregnancies and children, about how many hs or years in total have you or other family members wed WIC services?		DK			
IF ANY	CHILDRE	EN AGE 0-5 ON WIC (FROM Q1b, 1c or 1d), ASK:					
5a.	Are you the biological (mother) (father) of the children who are		YES	1			
	curre	ntly on WIC?		2			
				DK			
			REFUSED	REF			
	IF NO, NOT BIOLOGICAL MOTHER/FATHER, ASK:						
	5b.	Are you the (READ LIST)?	Adoptive (mother/father) Grand(mother/father) Another relative (e.e.) OTHER (NOT RELATE)			
	IF YES	IF YES, BIOLOGICAL MOTHER/FATHER, ASK:					
	5c.	(Are you/Is the mother of your children) currently pregnant?	NO DON'T KNOW	1 2 DK			
			KEFUSED	REF			
6.	Who	usually does the food shopping to buy WIC foods for your	RESPONDENT	1			
		ehold? Is that you or someone else?		2			
			REFUSED	REF			

8.	I would like to learn about your most recent WIC visit. At your most recent visit to WIC did you meet together with a group of other WIC participants and receive education from a WIC staff person about a nutrition or health topic together as a group or not? (IF NECESSARY, SAY: This could have been in a separate room of the WIC center, like a classroom or as a small group gathered together in an area of the WIC center.)	YES, DID
9.	At your most recent WIC visit, you probably filled out a few WIC forms about yourself or your child. In addition to the regular WIC forms you completed, were you asked to complete a 2-4 page worksheet about a nutrition or health topic where you wrote your answers directly onto the worksheet?	YES, DID
many ti	ct few questions are about the fruits and vegetables you ate in the partners you ate or drank this in the past week. For each question, pleasek, 3 to 4 times per week, 5 to 6 times per week or every day.	
10a.	In the last week, how many times did you drink 100 percent orange juice, grapefruit juice or other 100 percent juice? Do not count fruit drinks, soft drinks or other sugar-sweetened drinks. (IF NECESSARY, SAY: Never, 1 to 2 times per week, 3 to 4 times per week, 5 to 6 times per week, 1 time per day, 2 times per day, 3 times per day, or 4 or more times per day?)	NEVER
10b.	In the last week, how often did you eat <u>fruit</u> , counting fresh, canned, dried and frozen fruit, but not counting juices? (IF NECESSARY, SAY: Never, 1 to 2 times per week, 3 to 4 times per week, 5 to 6 times per week, 1 time per day, 2 times per day, 3 times per day, or 4 or more times per day?)	NEVER
10g.	In the last week, how often did you eat <u>vegetables</u> ? Please include vegetables eaten in salads, soups and mixed dishes, and count fresh, frozen and canned vegetables. (IF NECESSARY, SAY: Never, 1 to 2 times per week, 3 to 4 times per week, 5 to 6 times per week, 1 time per day, 2 times per day, 3 times per day, or 4 or more times per day?)	NEVER
11.	Fruits and vegetables come in many different colors. Please tell me about how much you and your family think about eating fruits and vegetables of different colors. Would you say you try to eat many different colors of fruits and vegetables or that you don't really think about the colors?	TRY TO EAT DIFFERENT COLORS

12a.	Have you seen or heard any information recently about the importance of eating many different colors or <u>eating a rainbow</u> of fruits and vegetables every day?		YES, HAVE NO, HAVE NOT DON'T KNOW REFUSED	2 DK	
	IF YES,	ASK:			
	12b.	Where did you see or hear about this idea of eating a rainbow of fruits and vegetables every day? (READ LIST IN RANDOM ORDER) (ANSWER CAN BE A MULTIPLE)	() WIC	2 4 DK	
13a.	be con	vou ever seen or heard the idea that some foods should sidered "sometimes" foods, meaning foods we should at sometimes, and other foods should be considered ne" foods, meaning foods we can eat any time we want?	YES, HAVE NO, HAVE NOT DON'T KNOW REFUSED	2 DK	
	13b.	Where did you see or hear about this idea of sometimes or anytime foods? (READ LIST IN RANDOM ORDER) (ANSWER CAN BE A MULTIPLE) READ LAST >	() WIC	2 4 DK	
15.		ype of milk do you yourself drink most of the time? LIST) (RECORD <u>ONE</u> ANSWER)	Whole or Vitamin D milk	2 4 5 6	
	IE ANV	KIND OF MILK MENTIONED IN Q15, ASK:			
	16.	Which of the following is a reason why you drink this typ (ANSWER CAN BE A MULTIPLE) () It's healthier for me	123DK	I ORDER)	
IF CHIL	D AGE 2- 5	5 ON WIC FROM Q1b, ASK:			
17.	What t	ype of milk does your 2-to-5-year-old child drink most of e? (READ LIST IF NECESSARY) (RECORD ONE ANSWER)	Whole or Vitamin D milk	2 4 5 6	

18.	Have you ever participated in a milk tasting at your WIC center?	YES NO DON'T KNOW	2
	IF YES, ASK:	REFUSED	REF
	19. Did tasting milk at your WIC center make you more likely to change the milk you buy to a lower fat milk?	YES	
		DON'T KNOW	DK
20.	The next few questions are about bread and grain foods. Do yo order)?	u ever buy (READ ITE	MS IN RANDOM
	,		YES NO DK REF
	() a. Whole wheat bread		
	() b. Corn tortillas		
	() c. Whole wheat tortillas		
	() d. Oatmeal (not including instant packets)() e. Brown rice		
21.	On packaged foods, all the ingredients in the food are listed on		
	a label. Have you seen this ingredients label before?	NO	
		DON'T KNOW	
IF YES.	ACK	REFUSED	REF
· ·			4
22.	When you buy whole grain foods, like whole wheat bread or	ALWAYS/MOST OF THE	
	whole wheat tortillas, how often do you read the ingredients	SOME OF THE TIME	
	label – always or most of the time, some of the time, rarely or never?	DON'T KNOW	
	never:	REFUSED	
24.	Compared to six months ago, are you reading ingredients	MORE OFTEN	1
	labels more often, less often, or about the same when you	LESS OFTEN	
	purchase your whole grain foods?	SAME	
	paramaca your miora grain roods.	DON'T KNOW	
		REFUSED	
	IF MORE OFTEN, ASK:		
	25. Which of the following is a reason you are reading ingrepurchasing your whole grain foods? (READ LIST IN RANDO		
			YES NO DK REF
	() a. I saw something about it at the grocery store		
	() b. WIC taught me to do this		
	() c. I heard about it or read about it somewhere		12DK.REF
	READ LAST → d. Or, some other reason		12DK.REF
The ne	ext few questions ask you to compare what you were eating 6 mor now.	nths ago to what you a	nd your family are
27.	Compared to six months ago, are you and your family now	MORE	1
-	eating more, less or about the same amount of <u>fruits</u> ?	LESS	
	• • • • • • • • • • • • • • • • • • •	ABOUT THE SAME	
		DON'T KNOW	
		REFUSED	

IF MORE, ASK:

28.	Compared to six months ago, are you and your family now eating a greater variety of fruits <u>or</u> larger amounts of the same types of fruits?	GREATER VARIETY LARGER AMOUNTS/SAME TYPE BOTH DON'T KNOW REFUSED	2 3 DK
29.	Compared to six months ago, are you and your family now eating more <u>fresh</u> fruits that are not canned, frozen or dried?	YES NO DON'T KNOW REFUSED	2 DK
eating	ared to six months ago, are you and your family now more, less or about the same amount of <u>vegetables</u> ?	MORE LESS ABOUT THE SAME DON'T KNOW REFUSED	2 3 DK
31.	Compared to six months ago, are you and your family now eating a greater variety of vegetables or are you eating larger amounts of the same types of vegetables?	GREATER VARIETYLARGER AMOUNTS/SAME TYPEBOTHDON'T KNOWREFUSED	2 3 DK
32.	Compared to six months ago, are you and your family now eating more <u>fresh</u> vegetables, meaning vegetables that are not canned, or frozen?	YES NO DON'T KNOW REFUSED	2 DK
	ared to six months ago, do you think that you now drink less or about the same amount of milk?	MORE LESS ABOUT THE SAME DON'T KNOW	2 3 DK

	IF MOR	E OR LESS, ASK:		
35.	34.	What type of milk are you now drinking (more) (less) — whole or Vitamin D milk, 2% or reduced fat milk, 1% or low-fat milk, or fat-free or non-fat milk? (ANSWER CAN BE A MULTIPLE) ared to six months ago, do you think that you now eat less or about the same amount of whole grain foods?	WHOLE MILK OR VITAMIN 2% OR REDUCED FAT 1% OR LOW-FAT FAT-FREE OR NON-FAT OTHER DON'T KNOW REFUSED MORE LESS ABOUT THE SAME DON'T KNOW	
			REFUSED	
IF Q27	7 OR Q30	OR Q35 = MORE OR Q34 = 2, 3 OR 4, ASK:		
36.	Are yo	ou (READ BACK AS MANY AS APPLY) ((eating more (vegetables) (whole grains)) (drinking more lower fat milk) use of something you learned at WIC?	YES TO ANY NO DON'T KNOW REFUSED	2 Dk
37.	month or <u>alre</u> doing	ext questions ask you about different things that you might is. For each, please tell me if you are not thinking about do eady doing it What about (READ EACH ITEM ONE AT A TIMI it right now, thinking about doing it in the next six months outling ABOUT DOING IT, IMMEDIATELY ASK:	oing it right now, thinking E, ASKING:) Are you not	about doing it
	38.	How certain are you that you will (eat) (drink) (read) ITEM in the next six months – very certain, somewhat certain, or not certain?	VERY CERTAINSOMEWHAT CERTAIN NOT CERTAIN DON'T KNOW	2 3
	() (() (() (ABC a. (eating) more fruits and vegetables each day	.1	DOING DK REF3DK.REF3DK.REF3DK.REF3DK.REF3DK.REF
	() '	plain flour tortillas	.12	3 DK.REF

39. (1)	and veg	ng to read you a few statements that some peo getables. For each please tell me if you agree of because (READ IN RANDOM ORDER) Do you a	r disagree.	Eating mo	re fruits ar	nd vegetal	oles is
			AGREE	AGREE	DISAGREE		סע סכר
	() 3	They cost too much	STRONGLY 1				
		They are hard to find where I shop for food					
	() C.	My children or I don't like them			3	4	. DK REF
39. (2)	whole g if you ag and bro	n going to read you a few statements that some rain foods like whole wheat bread, whole wheat gree or disagree. Eating more whole grain foo wn rice is difficult because (READ IN RANDOM or somewhat?	at tortillas a ds like who	nd brown ric le wheat bro	ce. For ea ead, whole	ch please wheat to	tell me rtillas
			AGREE STRONGLY	AGREE SOMEWHAT	DISAGREE SOMEWHAT		DK REF
	() a.	They cost too much					
		They are hard to find where I shop for food					
		My children or I don't like them					
		I can't always tell which foods are whole grain					
39. (3)	Next I am going to read some statements that some people say makes it hard for them to drink lower fat milk like 2%, 1% or fat-free milk. For each please tell me if you agree or disagree. Drinking lower fat milk like 2%, 1% or non-fat milk is difficult because (READ IN RANDOM ORDER) Do you agree or disagree? Is that strongly or somewhat?						
			AGREE	AGREE	DISAGREE		DIV DEE
	() 0	My children or I don't like the taste		SOMEWHAT			
	() D.	They are hard to find where I shop for food	1	2	3	4	. DK REF
40a.	In the la	ast six months have you heard any messages	about	YES			
		nore fruits and vegetables from any source, su		NO			
	from yo	ur doctor, at the store, from WIC, or in advertis	ements?	DON'T KNOW			
				REFUSED			REF
	IF YES, A	ASK:					
	40b.	From which of these sources did you hear the		DOCTOR			
		messages about eating more fruits and veget		AT STORE			
		from your doctor, at the store where you buy	your WIC	FROM WIC			
		foods, from WIC or in advertisements?		IN ADS DON'T KNOW			
				REFUSED			

41a.	In the last six months have you heard any messages about eating more whole grain foods from any source, such as from your doctor, at the store, from WIC, or in advertisements?		NO DON'T KNOW	1 2 DK REF				
	IF YES,	ASK:						
	41b.	From which of these sources did you hear these messages about eating more whole grain foods – from your doctor, at the store where you buy your WIC foods, from WIC or in advertisements?	AT STORE FROM WIC IN ADS DON'T KNOW					
42a.	drinkir	last six months have you heard any messages about no lower fat milk from any source, such as from your, at the store, from WIC, or in advertisements?	NO DON'T KNOW	1 2 DK REF				
	IF YES,	ASK:						
	42b.	From which of these sources did you hear these messages about <u>drinking lower fat milk</u> – from your doctor, at the store where you buy your WIC foods, from WIC or in advertisements?	AT STORE FROM WIC IN ADS DON'T KNOW	134				
	IF HAS	CHILD AGE 1-5 ON WIC FROM Q1b OR Q1c, ASK:						
	43.	Do you have any books that help you talk to your 1-5 year old child about how to eat healthy foods like fruits and vegetables?	NO DON'T KNOW	1 2 				
	44.	Do you have any videos or DVDs that help you talk to your child about how to eat healthy foods like fruits and vegetables?	NO DON'T KNOW	1 2 				
	IF CHILD UNDER AGE 2 ON WIC (FROM Q1c OR Q1d), ASK:							
	47.	I'm going to read you some statements and I'd like you statement reflects WIC's position about feeding babies. we would just like your opinion. (READ IN RANDOM ORDER WIC's position? () a. WIC encourages mothers to breastfeed their bar	There are no right on the standard of the stan	r wrong answers, ink this reflects YES NO DK REF 12DK .REF				
		b. WIC encourages mothers to feed their babies f c. WIC encourages mothers to breastfeed their babies f any formula	abies without using					
		() e. WIC encourages mothers to both breastfeed are formula	nd feed their babies					

48.	How old is your youngest child?	LESS THAN 1 MONTH	_
		1 MONTH	1
		2 MONTHS	2
		3 MONTHS	3
		4 MONTHS	4
		5 MONTHS	5
		6 MONTHS	
		7 MONTHS	
		8 MONTHS	
		9 MONTHS	
		10 MONTHS	
		11 MONTHS	
		12 MONTHS OR MORE	
		REFUSED	
		KEFUSED	KEF
49.	How long did you breastfeed your youngest child? (IF	LESS THAN 1 MONTH	
	STILL BREASTFEEDING, ENTER CATEGORY APPLICABLE TO	1 MONTH	
	CHILD'S CURRENT AGE)	2 MONTHS	2
	•	3 MONTHS	3
		4 MONTHS	4
		5 MONTHS	5
		6 MONTHS	
		7 MONTHS	7
		8 MONTHS	8
		9 MONTHS	
		10 MONTHS	
		11 MONTHS	
		12 MONTHS OR MORE	
		STILL BREASTFEEDING	
		DIDN'T BREASTFEED	
		REFUSED	
		KEI GOED	
50.	How old was your youngest child when he/she was	LESS THAN 1 MONTH	
	first given formula?	1 MONTH	
		2 MONTHS	
		3 MONTHS	
		4 MONTHS	
		5 MONTHS	5
		6 MONTHS	6
		7 MONTHS	7
		8 MONTHS	8
		9 MONTHS	9
		10 MONTHS	10
		11 MONTHS	11
		12 MONTHS OR MORE	12
		NEVER HAD FORMULA	13
		REFUSED	REF
	ACK ALL EVOEDT THOSE CAVING "NEVED HAD FORM ""		
	ASK ALL EXCEPT THOSE SAYING "NEVER HAD FORMULA" FR	<u> </u>	
	51. Was your baby given formula in the hospital?	YES	
			2
		NO	
		DON'T KNOW	DK

	52.		d was your youngest child when he or she first drank anything <u>OTHER</u> than breastmilk, formula or?	LESS THAN 1 MONTH
		ASK ALI	EXCEPT THOSE SAYING "HASN'T HAD OTHER FOOD What food or drink did you give your baby at	OR DRINK YET" FROM Q52: () juice1
		55.	this age? (READ CATEGORIES IN RANDOM ORDER IF NECESSARY) (ANSWER CAN BE A MULTIPLE)	() cow's milk/fresh milk
			READ LAST -	something else
	56.	each, p	are many places where babies take a bottle. I'm please tell me whether your youngest child takes (READ ITEMS IN RANDOM ORDER, ASKING:) Does (1)?	or used to take a bottle in each of these or did your youngest child take a bottle
		() b. () c. () d.	a bed or crib	12DK .REF 12DK .REF 12DK .REF
IF WOM 58.			Y PREGNANT FROM Q5c, ASK: lowing best describes what you think you will	You know you will breastfeed1
JU.		regard t	o breastfeeding your newborn (READ	You think you might breastfeed2 You know you will not breastfeed3 You don't know what to do about breastfeeding

Now, so	ome questions about yourself		
101a.	Thinking about your entire household, how many people currently live in your household, including yourself?	TOTAL PEOPLE IN HH	
101b.	Of these, how many are adults age 18 or older?	ADULTS 18 OR OLDER	
101c.	How many are children between the ages of 5 and 17 years?	CHILDREN AGES 5-17	
101d.	And, how many are children under five years of age?	CHILDREN UNDER 5	
■ NO	TE: SUM OF Q101b-Q101d MUST EQUAL NUMBER OF PEOPLE IN HOUS	SEHOLD FROM Q101a.	
The ne	xt few questions ask about your ethnic and racial background		
102.	Are you of Latino or Hispanic origin? (IF NECESSARY, SAY: such as Mexican-American, Latin American, South American, or Spanish-American)?	YES, HISPANIC	2 DK
103.	For classification purposes, we'd like to know what your racial background is. Are you White, Black or African-American, Asian, Pacific Islander, American Indian or an Alaskan native, a member of another race or a combination of these? (ANSWER CAN BE A MULTIPLE)	WHITE BLACK/AFRICAN-AMERICAN	2 5 6 7
104a.	What is the highest level of school you have completed or the highest degree you have received? (IF HIGH SCHOOL, ASK:) What was the highest grade you completed?	NO FORMAL SCHOOLING	2 4 5 6
105.	Are you currently working for pay full-time or part-time outside the home?	YES, FULL-TIME YES, PART-TIME NO DON'T KNOW REFUSED	2 3 DK
106.	Are you currently attending school either full-time or part-time or taking occasional classes?	YES, FULL-TIME STUDENT YES, PART-TIME OR OCCASIONAL CLASSES NO DON'T KNOW	2

107.	In what year were you born?	
		REFUSEDREF
108.	Thinking about your family's total <u>monthly</u> income from all sources, is it less than \$200 per month, between \$200 and \$1,000 per month, between \$1,000 and \$2,000 per month, between \$2,000 and \$3,500 per month or more than \$3,500 per month?	< \$200 PER MONTH
109.	Comparing your family's current monthly income to what it was one year ago, would you say that your family's total monthly income is now a lot less, a little less, about the same, a little more or a lot more?	A LOT LESS 1 A LITTLE LESS 2 ABOUT THE SAME 3 A LITTLE MORE 2 A LOT MORE 3 DON'T KNOW DK REFUSED REF
110.	In the last twelve months, have you or has anyone in your household used an EBT card for food stamps to buy food?	YES 1 NO 2 DON'T KNOW DK REFUSED REF

These are all of my questions. Thank you for taking the time to be part of this survey. Your answers will help WIC make better decisions about its education program and the new food package that will come in October.