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Appendix B:
Western Region WIC
Participant Focus Group
Report

Executive Summary

The Enhancing WIC Services through Electronic Technologies Project was funded by USDA FNS WR WIC, administered by the Inter-Tribal Council of Arizona (ITCA), and managed by Barbara Longo and Claudia Desmangles (California WIC Program) in coordination with an advisory group representing WIC programs throughout the Western Region. The goal of the project was to develop strategies that would support and enhance WIC services with electronic technologies regardless of the various WIC database systems in the Western Region. To accomplish this goal, the project used a comprehensive, mixed-methods approach, including a quantitative online survey and a series of focus groups to identify the use of electronic technologies and social media among current WIC participants and WIC-eligible participants (i.e., future WIC families) and to understand how these individuals would like to interact with WIC in the future. The focus groups included three separate categories: current WIC participants identified as early adopters of technology, current WIC participants, and WIC-eligible participants. This report summarizes findings from the online survey of Western Region WIC participants and the focus groups conducted with current WIC participants and WIC-eligible participants. Separate reports included in the appendix describe the detailed findings for each of these groups. Also included are state level reports, which present the findings for each state and Indian Tribal Organizations (ITOs) that had at least 20 respondents complete the online survey. A separate report describes the findings from the focus groups with WIC participants identified as early adopters of technology.

The *WIC Participant Online Technology Survey* was available from November 7, 2011 to December 9, 2011. Survey respondents (*N*=8,144) consisted of a convenience sample of WIC participants who were familiar with technology. Eleven focus groups with WIC participants (9 in English, 2 in Spanish) were conducted between November and December 2011. Focus group participants (*N*=76) were comprised of a convenience sample of enrolled WIC participants who wanted to participate and were not necessarily familiar with technology.

Two focus groups (*n*=16) with WIC-eligibles participants (1 in English,1 in Spanish), were conducted in Phoenix, Arizona. Recruitment quotas and inclusion criteria were developed and given to WestGroup Research for participant recruitment. The purpose of these focus groups was to: identify current technology used, determine reasons for not participating in WIC, identify how they want to learn about the WIC program and apply for WIC services via technology, and test online outreach methods currently being used by Arizona WIC.

Research Questions

1. What are the current technologies frequently used by WIC participants in the Western Region?

2. What types of technology do WIC participants want to use when interacting with the WIC program?

3. In what situations do WIC participants want to use technology to engage with the WIC program?

4. How does the use of technology vary by geographic location within the Western Region?

Key Findings of Current Technology Use

WIC focus group participants:

- The top 3 technologies used daily by focus group participants were text messaging (79%), Facebook (59%), and email (50%).
- 72% send and receive text messages 'several times a day.'
- Focus group participants stated text messaging provides an economical way to communicate.
    "I use it a lot because it saves us money on our bill, we don't have to have as many minutes. We have unlimited free texting so I can text as much as I want."
- Most have a Facebook profile and are very familiar with the functionality. For example, several have created Facebook groups, joined Facebook groups, 'liked' business pages, and use it as a marketing tool.
- 50% email daily.
- 42% use instant messaging.
- Most focus group participants have never used Twitter.
- Almost all participants had at least a basic cell phone with texting capabilities.
- Indicated that cell phones are "vital."
    "…[the cell phone] is really useful and I think it is vital like a car, these things are not a luxury but a necessity."
- Devices used to access the Internet: 43% of focus group participants reported using their cell phone, 28% use their desktop, laptop or computer tablet, and 28% reported using both equally.
- Some focus group participants were overwhelmed by the rate in which cellular and computer technology has advanced, but are willing to keep up and learn.
    "De eso de tecnología yo estoy bien atrasada. No sé casi nada. Yo apenas si sé usar el celular." TRANSLATION: *"That about using the technology I am really behind. I don't know almost anything. I barely know how to use the cell phone."*

Current Interactions with WIC

WIC focus group participants:

- Some participants mentioned currently receiving appointment reminders from WIC via email or text message.
- Some participants mentioned currently receiving text message reminders from businesses and healthcare providers and communicating via email with their doctors and pediatricians' offices. They have used email to receive information about appointments, lab results, and to fill out documentation prior to their next visit.
- Currently use Facebook in a variety of ways, from personal communications to business-related marketing and networking, but are not using Facebook as a means to communicate with WIC.

Connecting with WIC in the Future

WIC focus group participants:

- Most want to receive appointment reminders via text message or email but would still like WIC to offer other options.
- Some prefer to receive health-related information from WIC via email and most were open to receiving short pieces of information via text message.
- Participants indicated video chat would be a great way to receive nutrition education and breastfeeding support. This is particularly true for those who already video chat with friends and family. While some felt it would be "weird" at first, meeting the WIC staff in-person beforehand would help put them at ease with video chat.

  > *I would want to get used to my worker first and get comfortable and then take it step by step from there. Yeah, I wouldn't like my first visit have it be over computer.*"

- Focus group participants were split on whether they want to connect with other WIC participants via Facebook or a WIC-specific social media site.
- Some participants indicated that Facebook could serve as a great outreach tool.
- Most focus group participants reacted positively to the mockups of technologies, but suggested many changes and additions.
- WIC participants are ready for WIC to implement Electronic Benefit Transfer (EBT).

Technology Use Varies by Geographic Location

WIC focus group participants:

- Participants from Guam and Hawaii indicated a higher use of video chat when compared to other regions.

Implications of Key Findings

Based on the key findings, WIC programs in the Western Region should consider implementing the use of text messaging and email for appointment reminders and nutrition education. In addition, Facebook should be explored as a way to provide outreach to WIC-eligibles and nutrition

education to current WIC participants. Other emerging, newer technologies to be explored include video chat, mobile websites and Smartphone apps; participants seem eager to use these technologies. Mobile websites or Smartphone apps, for example, can help clients access WIC services at their convenience and shop for WIC foods. Video chat could be a great option for participants who live in remote areas and often experience transportation issues.

The Western Region WIC programs will need to decide which technologies make more sense to implement for each of the services they offer. For example, this research strongly suggests the creation of web-based applications and mobile-based websites that allow participants to access scheduling and appointment services online. In the near future, WIC participants and WIC-eligibles should be able to schedule an appointment online and receive an appointment reminder via their desired method of contact chosen from a menu of options that includes email, text messaging, or a phone call. Online appointment scheduling and the ability to view appointment services online may be more pressing and important to WIC participants than creating nutrition education contacts via email, text messaging, and/or Facebook at this time. A feasibility and cost benefit analysis will help determine which services should be implemented first.

The findings from WIC focus groups indicate a progression of technology use, specifically within social media. For example, some participants discussed how they started out using MySpace, migrated to Facebook, and mentioned that other social media sites, such as Twitter, may become more popular in the future. In fact, some focus group participants reported currently using additional types of social media, such as Tumblr, LinkedIn and Google+. Participants also indicated that their use of instant messaging has decreased due to connecting with others via text messaging and Facebook. Given these findings, it is critical for the WIC program to keep up with newer and emerging technologies and their potential use for delivery of program services.

In addition, findings also showed that with age, WIC participants continue to use technologies and the devices they are most familiar with. For example, older WIC participants continue to use the computer more than the cell phone when accessing the Internet. As such, younger WIC participants will likely continue to use the cell phone as they age, while new generations of WIC participants will use the newer, "smarter" technologies that will become more accessible over time. Thus, it makes sense for WIC to offer multiple modes of nutrition education and breastfeeding support such as online classes, websites, social media, video chat, and Smartphone apps geared toward younger generations.

Despite the limited resources and in some cases limited education levels and language barriers of some WIC participants, they are using and willing to learn about other newer technologies. This was evidenced many times throughout the focus groups. For example, participants discussed the increasing availability of Smartphones, and that they are feeling forced into learning and taking

advantage of newer technologies. This is a major advantage for WIC, as increasing use of and familiarity with the technology will make it easier to implement technology in service delivery.

Additionally, WIC was identified as a credible source for nutrition education and breastfeeding information. Therefore, it is recommended that WIC explore the development and/or revamping of websites and other social media sites to efficiently and effectively provide participants this information.

Finally, incorporating the use of technology will not eliminate the need to provide one-on-one WIC services. Remote places such as villages in Alaska and ITOs have difficulty accessing the Internet and cellular technology. In addition, as highlighted by many focus group participants, there are many participants with limited resources and lower levels of education who do not currently access the Internet. As such, it is imperative that WIC offer multiple options for delivering WIC services.

Methodology

Background

Amanda Hovis & Company, LLC and Limetree Research, LLC conducted the WIC participant focus groups in November and December 2011 as part of the Enhancing WIC Services through Electronic Technologies Project, funded by USDA FNS WR WIC, administered by the Inter-Tribal Council of Arizona (ITCA), and managed by Barbara Longo and Claudia Desmangles (California WIC Program) in coordination with an advisory group representing WIC programs throughout the Western Region. This region includes: Alaska, American Samoa, Arizona, California, Commonwealth of the Northern Mariana Islands, Guam, Hawaii, Idaho, Nevada, Oregon, Washington, Intertribal Council of Arizona, Intertribal Council of Nevada, and Navajo Nation.

Purpose

The purpose of this study was to better understand technology use of Western Region WIC participants by using qualitative data (detailed views of WIC participants and potential WIC participants). The focus groups conducted at WIC clinics throughout the Western Region assessed the technologies currently used by WIC participants, the technologies currently used to interact with WIC, the situations and types of technologies WIC participants want to use when interacting with WIC in the future, and the likelihood of use of these technologies when interacting with WIC in the future.

The purpose of the WIC participant focus groups was to:

1. Identify current technology used by WIC participants in the Western Region.

2. Identify types of technology WIC participants currently use when interacting with WIC.

3. Identify situations in which Western Region WIC participants want to use technology and social media to interact with WIC (e.g., scheduling and appointment services, eligibility information, nutrition education, health linkages and referrals, store locations and authorized foods, WIC agency locations, and breastfeeding peer counseling support services).

4. Identify types of technology WIC participants want to use when interacting with WIC.

5. Determine the likelihood of use of these technologies when interacting with WIC.

Definitions

In this document, the term *technology* refers to a specific set of technologies of interest to the Western Region WIC program which includes email, Internet, Smartphone applications, text messaging, video chats, gaming activities, and social networking sites such as Facebook and Twitter.

The term *focus group participants or participants is used* to identify individuals who participated in one of the eleven focus groups of WIC participants.

Focus Group Protocol Development

The focus group protocol consisted of a focus group discussion guide and either a 19-item (for WIC participants) or a 17-item (for potential WIC participants) focus group participant survey. Amanda Hovis & Company, LLC and Limetree Research, LLC developed the focus group guides (Appendix B-1 and C-1) based on recommendations provided by members of the Western Region WIC Electronic Technologies advisory group. The discussion guides were then reviewed by the Western Region WIC Electronic Technologies steering committee and approved by Barbara Longo and Claudia Desmangles, project managers for the USDA FNS WR WIC ET Project. The WIC Connect visuals (Appendix B-4 and C-5) used during the groups were developed by Claudia Desmangles and designed by Tim Hoerl. Specific to the WIC-eligible participant focus groups, materials developed by the Arizona WIC program tested current outreach methods (Appendix C-6).

The participant surveys consisted of demographic information, current use of technology, and preferences for visuals of technologies shown during the focus group. The participant survey was administered following the conclusion of the focus group discussion. The focus group discussion guide and participant survey were initially written in English and translated into Spanish by a native Spanish speaker who is a member of the research team.

WIC Participant Focus Group Details

Focus groups were conducted with Western Region WIC participants. The goal of these groups is to help WIC understand technology use of current WIC participants, how and in what situations they wished to interact with the WIC program via technology, and the likelihood of using such technologies in the future.

The in-person focus groups were 90 minutes in length and the online focus groups were two hours in length. Additional time for setup and introduction to the online system was allotted for the online focus groups. Each participating WIC clinic identified and recruited 10 participants per focus group, with the expectation that 6-8 participants would show for each group. Online focus groups were limited to 6 participants each. Each focus group was conducted in a local WIC clinic at a time convenient for both working and non-working participants. Following the conclusion of the focus group, participants completed a short demographic survey and received $50 for participation.

Audio recordings of each focus group were subsequently transcribed. Following transcription, qualitative description was used to analyze the data[1].

WIC Participant Focus Groups Site Selection

The Western Region was responsible for finding the sites to hold the WIC participant focus groups. Sites were selected to represent urban and rural participants as well as English and Spanish speakers. The online focus group in Guam was held at one clinic location, whereas the online focus group in Alaska included participants from five different locations around the state (Anchorage, Juneau, Barrow, Yukon, and Fairbanks). The focus group sites selected are illustrated in the Table 1.

Table 1. WIC Participants Focus Group Sites and Language Used

Focus Group Location	Language Used
Seattle, WA Group A	English
Seattle, WA Group B	English
Seattle, WA Group C	Spanish
Portland, OR Group A	English
Portland, OR Group B	English
Guam (Online)	English
Wahiawa, HI Group A	English
Honolulu, HI Group B	English
Inter-Tribal Council of Arizona	English
Phoenix, AZ	Spanish
Alaska (Online)	English

Online Focus Groups with WIC Participants

In an effort to include WIC participants in the remote areas of the Western Region, two online focus groups were conducted, one in Guam and one in Alaska. To conduct these interactive focus groups over the Internet Amanda Hovis & Co., LLC partnered with FocusVision Worldwide. Web cameras were provided to each local WIC clinic that hosted online focus group participants. Prior to each online focus group, a live practice session was conducted with clinic staff, research team members, and FocusVision engineers to ensure that all Internet, hardware, and software systems were functioning properly.

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[1] Miles, M. B., & Huberman, M.A. (1994). An expanded sourcebook: Qualitative data analysis (2nd ed.). Thousand Oaks, CA: Sage.

Recruitment for WIC Participant Focus Groups

WIC participants were identified by their clinic or local agency staff. In addition, recruitment posters (see Appendix B-3) were posted throughout the participating clinics and local agencies. Table 2 presents the geographic distribution and participation from the focus group samples.

Table 2. WIC Program Focus Group Participation by State and Indian Tribal Organization (ITO) (*N*=76)

State or ITO	# of Participants	Percent (%)
Alaska	6	8
Arizona	7	9
Guam	5	7
Hawaii	14	18
Inter Tribal Council of Arizona	7	9
Oregon	15	20
Washington	22	29
TOTAL	**76**	**100**

A total of 76 participants attended the focus groups. One participant left the Alaska focus group early and did not complete the participant survey. Thus, throughout the report the demographic survey data for the focus groups reflects 75 participants. Since the Hawaiian, Native American, and Hispanic populations were targeted during focus group recruitment, there is greater representation of these populations.

WIC Participant Focus Group Approach

Each focus group used a funnel-based interview strategy[2]. Each focus group began with a broad question in order to encourage free-flowing discussion among the participants. During this initial discussion, participants' experiences with and perspectives on technology and social media use began to emerge. Using the funnel analogy, the interview questions began to narrow and focus on specific questions about ways in which participants would like to use technology and social media to interact with WIC. Next, participants viewed various visuals of technology and social media that they may be able to use in the future to connect with the WIC program. The focus group concluded with specific questions asking participants to describe their thoughts on the visuals, the likelihood of their use of such technologies and social media to connect with WIC, and any suggestions or other ideas of ways they would like to interact with their WIC program.

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[2] Morgan, D. L. (1997). Focus groups as qualitative research (2nd ed.). Thousand Oaks, CA: Sage.

WIC Participant Focus Group Analysis

Qualitative description analysis was used to describe focus group participants' experiences with technology, both in their personal life as well as their current and desired future interactions with WIC. The focus group data was analyzed in three separate areas (current use of technology, visualization activity for desired future interactions with WIC using technology, reactions to visuals of mockups of future WIC technologies). Analysis of participants' current use of technology was further analyzed by each technology/device discussed.

A coding scheme was developed inductively from transcripts of the focus groups and was further refined and adjusted throughout the analysis. Two researchers analyzed the focus group data independently of one another and checked to ensure consensus on all codes and themes. Table 3 presents the demographic information for WIC focus group participants.

Table 3. WIC Participant Focus Group Demographics (*N*=75)

Age	Race	Ethnicity
Mean = 28 years (*SD*=6.9) Range = 15-48 **Millennial Generation** (ages 20-31), 67% **Younger** (ages 15-19), 7% **Older** (ages 32 and up), 25% Missing, 1%	White, 52% African American, 1% Asian, 4% American Indian/Alaskan Native, 17% Native Hawaiian/Pacific Islander, 9% Other, 4% Missing, 12%	Hispanic, *n*=29 (38%)

Figure 1 presents the age distribution in 5-year increments of WIC focus group participants.
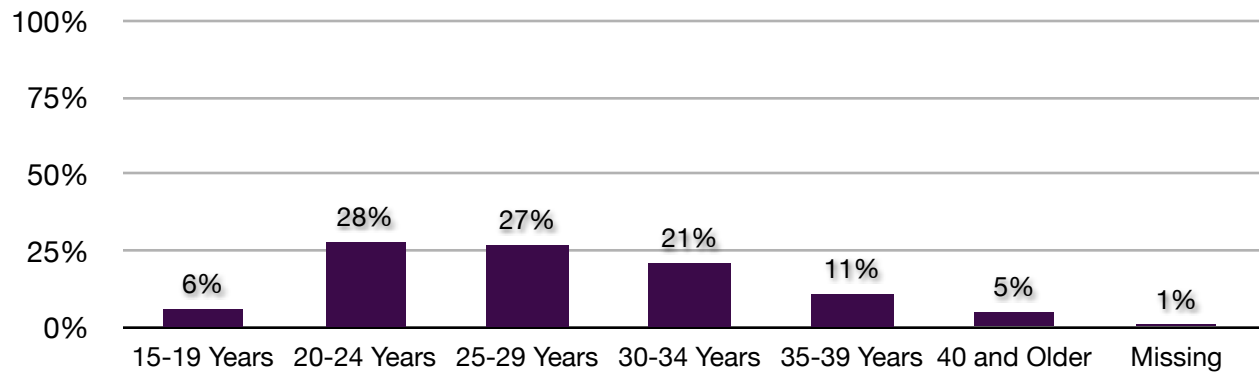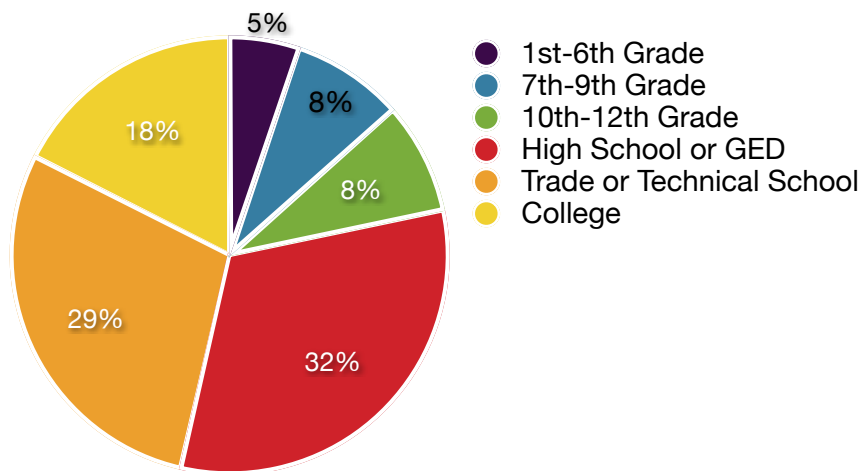

Figure 1. Focus group participants' age (*N*=75).

Preferred Language and Education of WIC Focus Group Participants

WIC focus group participants were asked to provide their highest level of education. As illustrated in Figure 2, 21% of participants had less than a 12th grade education, 31% graduated from high school or received their GED, 17% graduated from college and 28% reported having some college experience. Two focus group participants did not report their highest level of education.

Figures 2. Education level of WIC focus group participants (*N*=73).

As illustrated in Figure 3, WIC focus group participants (74%) indicated English as their preferred language, while 11% preferred both languages equally.
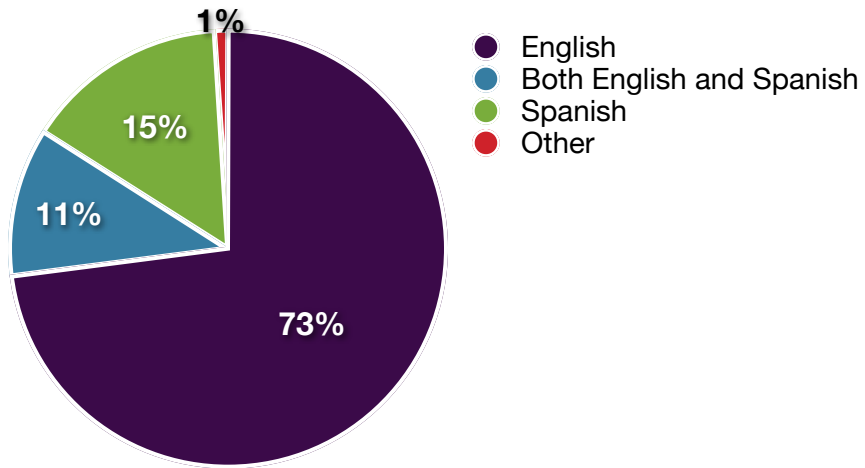

Figure 3. Preferred language of WIC focus group participants.

Focus Group Discussion Results

The qualitative description results from the eleven focus groups with current WIC participants across the Western Region are described in this section. The focus group findings are presented in three separate sections: participants' current use of technology, broken down by each technology/device discussed; visualization activity for desired future interactions with WIC using technology; and participants' reactions to visuals of mockups of future WIC technologies.

Icebreaker

For the icebreaker activity, focus group participants were asked to select their favorite technology from a group of tiles that included the following seven technologies: Facebook, Text Messaging, Email, Gaming Activities, Internet, Instant Messaging, and Twitter. Figure 4 depicts the favorite technologies of the 76 individuals who participated in the 11 WIC participant focus groups.
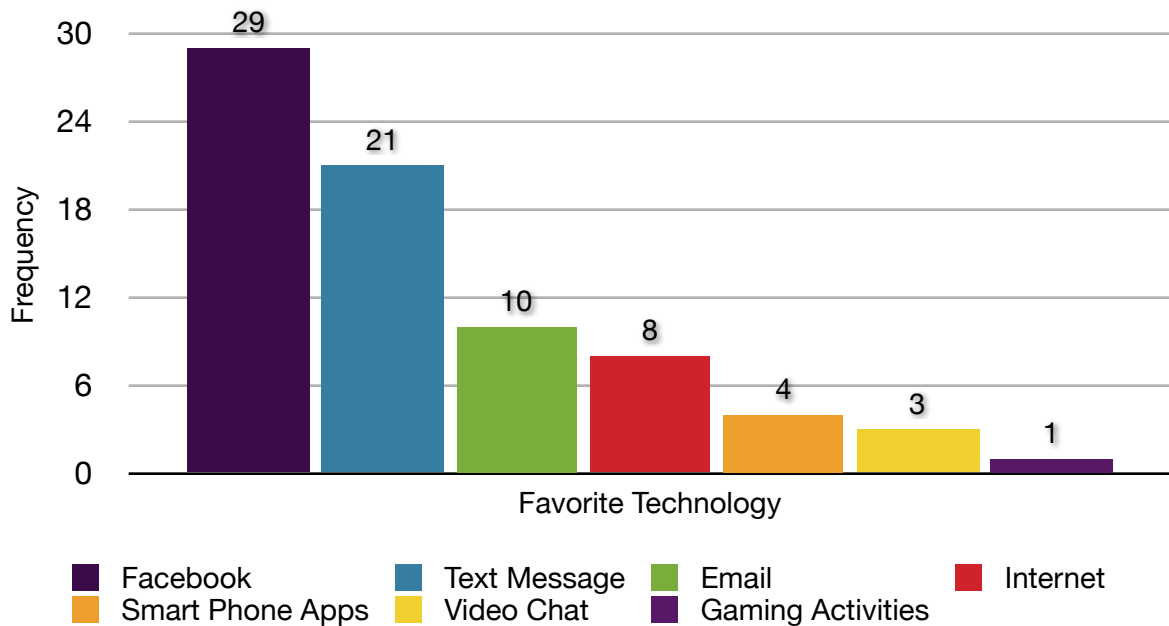

Figure 4. Focus group participants' favorite technology (*N*=76).

Text Messaging

Focus group participants explained that they like text messaging because it is an easy, fast, and convenient way to communicate. As participants in four different groups noted, text messaging is very convenient because their phone is always with them.

"I like text messaging it's easy and fast." -Washington B

"I like text messaging because it is the fastest and best way to get a hold of somebody and give them information." -Oregon B

"...I can either reply really quick and then tend to my kids, or I can leave it there and an hour later I have time to send that text or whatnot. So, for me it's convenient and it's quick." -Alaska

"I pick text messaging because it's just easier for me than, I'm not always at the computer. I always have my phone so it's a way to get a hold of people." -ITCA

"...it goes with you everywhere you go." -Guam

Benefits of Text Messaging

Focus group participants were quick to point out the perceived benefits of text messaging. In 9 of the 11 focus groups, the benefit of checking and reading text messages at one's convenience emerged during discussion.

"I like that because I go to school. That when I get a text message and I save it there in my pocket and when I have some time I can check what it says, [not] like being disruptive and answering the phone and stuff like that." -Oregon A

"I think again it's not like direct like email, you can answer it when you want." -Hawaii B

Others mentioned that they like to save text messages to read later and use as a reminder.

"And sometimes I can keep my text message unread, just keep it as an alert." -Washington A

"Unless you actually erase it, it's still going to be there and it's so quick. Checking voicemail takes longer." -Hawaii A

Some individuals expressed feelings that both they and others are able to communicate with more confidence via text message than talking in person.

"I can say more on a text message than I can in person." -ITCA

"...me lo dicen mejor por texto que en persona." TRANSLATION: "...they rather tell me things by text than in person." -Washington C

The private nature of text messaging is seen as a benefit by many WIC participants. For some, text messaging feels more private than a phone call by allowing for private conversations even in the company of their children, family members, or co-workers.

"Or even privacy, you know, if you don't want everybody knowing you know your business by calling and talking to the people out loud just a text or something." -Washington A

"I'd rather text than talk on the phone like I will regularly ignore phone calls and I say no, text me back because I don't want everybody around me to hear my conversation. More personal. You know what I mean so it might be some things that I can't discuss in front of my children because my oldest is 6-7 and my twins are like 5 and I have a baby and even the baby is in my face, you know. So it's kind of like I don't want them to hear this conversation." -Oregon B

One Spanish-speaking participant pointed out that, in her experience, younger individuals prefer to text rather than talk in person via phone.

"...hoy en día es muy difícil hablar con los hermanos jóvenes por teléfono o personalmente así que no más contestan los textos así que por eso uso los textos." TRANSLATION: Today it's really hard to speak with your younger siblings on the phone or in person, they only answer text messages so that is why I use text messages." -Washington C

Having a conversation with multiple individuals at the same time is also a benefit of text messaging.

"I very rarely even talk on the phone anymore. It's [text messaging] a lot quicker, I can talk to a bunch of people at the same time on the same exact topic." -Washington A

For many participants, text messaging is a more economical way to communicate with friends and family, particularly those who live far away. Spanish-speaking participants noted that it is much cheaper to text rather than call their family in Mexico. Moreover, unlimited text messaging plans were common among focus group participants.

"...me comunico mucho a México con mis hermanas, que también es difícil hablar con ellas por teléfono porque sale mucho el cobro, es mucho el cobro de hablar hasta allá a México, y pues por el texto no me cobra nada. El plan que tengo es ilimitado y solo pago poquito y los mensajes que yo quiera..." TRANSLATION: "...I communicate a lot with my sisters in Mexico, its also really hard to talk to them over the phone because its expensive, its really expensive to call all the way over to Mexico and by text message they don't charge me anything. The plan I have is unlimited and I pay just a little bit and I can message all I want." -Washington C

"I use it a lot because it saves us money on our bill, we don't have to have as many minutes. We have unlimited free texting so I can text as much as I want." -Washington A

Some participants had unique reasons for communicating via text message. For example, some have learned to text because those they regularly communicate with others who do not use the phone. Others text instead of email because they "don't type," and still others prefer texting over learning to use the computer and/or the Internet.

"Si, este mis hermanas les encantan los textos y nunca me contestan, así que me tuve que enseñar a textear." TRANSLATION: *"Yes, um, my sisters love text messages and they never answered [phone], so I had to show myself how to text."* -Washington C

"I get emails a lot but I don't, I text message. It's easier for me. I don't type." -Oregon A

"...texting is the big thing for them [those who don't use computer] but the Internet and that- I think no." -Oregon B

Potential Challenges of Text Messaging

Several potential challenges of text messaging emerged during the focus groups. Misunderstandings between individuals was a commonly noted challenge.

"I don't like that you can misunderstand what somebody's trying to say because you're not hearing the inflections in their voice, you're reading it so somebody could be saying something sarcastically or not mean it the way it sounds when you read it." -Washington B

"It can cause some miscommunication sometimes, depending on who you're talking to, because it's hard to and be able to interpret someone's tone of voice. Or, you know, there's a lot of things that people say in between the lines." -Alaska

A loss of one-on-one interaction and lack of attention to conversations when using text messaging to communicate were noted by participants. Due to this, some prefer not to text.

"It takes away from the intimacy or interaction with friends. I think it's better to talk to somebody instead of text them as far as that. You're not really interacting pretty much you're just texting away." -Hawaii A

"...it takes out of the face-to-face. I try not to text." -Washington A

"Es como su propio lenguaje y aparte de que no solamente se la pasan pegados ahí texteando sino que hay veces en que les estás hablando y les estás diciendo algo y te dicen ajá, ajá y no pusieron atención." TRANSLATION: *"Its like their own language and not only are they stuck to their texting but there are times when you are talking to them and you are telling them something and they say ah, ha, ah ha, and they weren't paying attention."* -Washington C

Although the option of reading and responding to text messages is seen as an advantage by many participants, lengthy, drawn out conversations are considered a potential challenge to some.

"But at the same time I'd rather call you and say hey is this the deal or not you know instead of going back and forth and then I'm at work and then two hours later we're gonna text back…no, that upsets me." -Washington A

The short-hand abbreviations used when texting was noted as a potential challenge for several participants. For some, it is problematic because they do not understand what the abbreviation means. And as one Spanish speaker pointed out, the abbreviations interfere with learning to read.

"la juventud de ahorita usa abreviaciones...y hay veces que no les entiendo. Mi hermana se la pasa texteando casi 24/7, entonces yo no puedo comunicar con ella a menos que le mande un mensaje, pero ya cuando me regreso uno para acá, le digo pues mejor háblame porque no te entendí y eso no me gusta porque no solamente eso está interfiriendo en que avance en su lectura... Eso es lo que a mí no me gusta ahorita del texting. TRANSLATION: "" Young people today use abbreviations... and sometimes I don't understand them. My sister spends her time texting 24/7, so I can't communicate with her unless I text her, but when she responds, I have to tell her call me because I didn't understand, and I don't like that it is interfering with the advancement of her reading...that's what I don't like about texting." -Washington C

"I don't like it when somebody shortens words - like for you they just use the letter 'u' - and I hate that. I yell at them. Yeah, just type it out. It's going to take an extra couple of seconds." -Oregon B

The cost of text messaging was noted as a potential challenge among participants who do not have unlimited text messaging plans.

"...es malo cuando me paso del limite." TRANSLATION: "Its bad when I go over the limit."
-Washington C

One participant noted that text messaging scams are also a disadvantage. This happens when an individual responds to a text message and is not aware of being charged a certain amount just for texting the business. For example, the initial text message asks them to text 85476 to receive some prize or coupon without stating that the person will be charged $9.99 for responding.

"I have problems with companies that are gonna charge me but not let me know." -Washington A

How Participants Use Text Messaging
The most commonly cited reason for using text messaging to communicate with others was participants' preference to text rather than talk. Participants provided a variety of reasons for why they prefer text messaging over talking. These reasons are highlighted below.

Texting when one doesn't feel like talking:

"I like the text because sometimes you don't feel like talking to people but you still want to tell them something." -Oregon A

No need for a live conversation to communicate:

"...you don't have to get back to somebody or talk to them to have like a live conversation so that makes it a little easier." -Hawaii B

Text messaging cuts down on extra conversation:

"...you don't want to listen to all the other stuff that's going on in that person's life so you just text and you're done." -Hawaii B

Text messaging feels less awkward than a phone conversation at times:

"It's easier to send a random thought in your head than calling and saying oh this is what was going on and then stay quiet the rest of the time." -ITCA

Text messaging is helpful when in a situation where talking on the phone is rude or inappropriate:

"When you're not supposed to talk on the phone. Like at work." -Washington B

"Yeah I could probably pull my phone out right now and send a text message without you guys even noticing...Definitely easier to pull it out and send a text." -Hawaii A

Some use text messaging to privately communicate about opting out of social situations:

"So it's easier to just kind of have like a little private conversation to make sure it's like hey do you need to go for a walk or you know just to be able to be on the same page with your spouse or whoever, it's just kind of nice to be able to sit right beside each other and text." -Washington A

Many participants prefer to use text messaging as their main mode of communication:

"That's how I communicate most of the time. My wife and I, I can receive probably 200 text messages in one day and my wife's just where are you until I get back home so yeah we communicate a lot." -Oregon A

Quick communication with friends and family who are far away:

"It helps me get messages to people long distance then and there." -ITCA

Other ways in which participants use text messaging to communicate include asking quick questions, event planning, in emergency situations, when phone calls do not properly go through, text messaging through Facebook, or text messaging instead of email.

"When you have like a quick question, I'd rather text than call." -Washington A

"I think if you're in the middle of doing something, text real quick and you get an answer real quick. Instead of ring, ring, ring…you know, I'm not a big text messenger but in the middle of doing something just text it quick and keep going and not hold the phone..." - Hawaii A

"I like it because it's a quick response. For me personally when I started text messaging I liked it more for my job because sometimes when I call someone asking for information then we start talking, going over some other stuff and you know it takes at a minimum versus a text I ask you for this and you'll reply back to me quick just with an answer. So it saves me time, it makes me do more work concentrated on other things versus trying to call you, pick up the phone all the time." -Hawaii B

"Trying to plan an event. You can send it to everyone you want to invite and say I'm having people over for a movie night or something like that." -Washington A

"I'm in the Dark Ages. I don't know how to use a Smart Phone but I know if you need to know the address or phone number of some place you can send it in to Google, did you know this? It might be a new thing. You just text like you say you want a pizza so you text Papa John's in Hillsborough, Oregon and send it to Google, and actually spell out Google and you text it and it will send you all the different ones that are out there." -Oregon A

"Texting is good though in emergencies. You know when we had that tsunami or whatever all the phones got locked up 'cause everybody was calling their families and friends across the mainland so they all got locked up and shut down the phones but all you could do is text. So if you have texting you were able to get your messages through, get out of Waikiki, there's gonna be tsunami. So texting is good in that when we're in an emergency." -Hawaii B

"TRANSLATION: "And in Mexico too. When you call to a cell or a home in Mexico and the call doesn't go through you can send a message." - Arizona

"It's good because you don't check your email all the time...Or you check it and you have so much email, you're signed up for so many things and you're scanning through and you don't see it and you get tired." -Hawaii A

For some participants, text messaging is used as a form of entertainment "when you have nothing to do." *-Washington B*

Overuse of Text Messaging

Comments and concerns about the overuse of text messaging emerged from Spanish-speaking focus group participants, in particular. Several participants indicated that they feel that some individuals are addicted to text messaging. Representative responses from participants follow.

"...todo el día recibiendo mensajes mandando mensajes y a mí no se me hace algo chistoso, porque ya no mas es la costumbre de estarlo haciendo porque siente que si no tiene el teléfono en las manos no sabe qué hacer." TRANSLATION: "...all day they receive and send messages, and I don't think its funny, because they do it out of habit because they feel that if they don't have their phone in their hands, they don't know what to do." -Washington C

"Es una adicción, digo tiene sus avances pero también tiene sus desventajas por que los atrasa..." TRANSLATION: "It's an addiction, it has its advantages but also disadvantages because it sets them back..." -Washington C

"...mi hijo prefiere que le quite hasta los pies pero que no le quite el teléfono. "TRANSLATION: "...my son prefers that I cut off his feet but that I don't take his cell phone away from him." -Washington C

Not all participants agreed, however, that those who text message often are 'addicted.' Rather, they expressed that text messaging is "the culture" of adolescence.

"Yo no piensa que sea ya un vicio sino que es como la cultura de esa edad de este tiempo de adolescentes de esta generación sino que ya está ahí, cómo quitárselos cómo vivir, como

hacer." TRANSLATION: "I don't think it's an addiction but it's like the culture of being that age, that time of adolescence, of that generation, it's there, how can we take it away, how can we live, what to do?" -Washington C

"Ellos sienten que tienen que estar en comunicados del todo." TRANSLATION: "They feel they have to be communicated about everything." - Washington C

Test Message Reminders from Businesses

Participants indicated that they currently receive text message reminders from the following businesses: AT&T, Walgreens, Wal-Mart, and hair salons.

Text Messaging with Healthcare Providers

Several focus group participants indicated that they currently text message with their healthcare provider. Most of these individuals like receiving text messages from their healthcare provider.

"...my doctor's office started asking if I wanted to do it which is super helpful for me." -Washington A

"Actually, I like that I don't get a phone call, because I can check my text messages a lot faster than I can check my voicemail. I can't think there's anything I dislike about it, though. Because I mean even when I get a phone call from a doctor versus text message, it's always still just like an automated message of some sort that says, you know, "Reminder: You have an appointment." So, you're not losing anything in my opinion." -Alaska

Another participant explained that her healthcare provider sends a text message to remind her to check her email from their office.

"Well I was at work and so actually I got the text message that said, you know, that I had an email so I checked my email." -Oregon A

When healthcare providers offer email, text, and phone call options for receiving appointment reminders, some still prefer phone or voicemail reminders over text messages.

"...our healthcare providers they give us an option, which one we prefer, email, text message or a phone call but they still do the phone call and if we don't answer they just leave a voicemail message for the reminder. We have the option but I still don't prefer text messaging for the healthcare provider. It's just like to me it's like a voicemail message, if you don't reply back to the reminder then they're going to keep texting you until you get to your appointment..." -Hawaii B

Many focus group participants indicated that they want to receive appointment reminders via text message from their healthcare provider. Representative responses explaining the benefits of receiving text message appointment reminders from a healthcare provider follow.

"But if it comes right on your texting, you're like, 'Oh, OK. I have an appointment.'...You receive it no matter what." -Guam

"Por ejemplo, cuando tienes una cita, para darte un recordatorio, o si tienen una noticia que darte. Algunas veces tienen una información nueva, pequeña que pueden enviarte por texto." TRANSLATION: "For example, whe you have an appointment, they could send you a reminder, or if they have news to give you. Sometimes they have new information, a small amount that they could just text it to you." -Arizona

"[Appointment reminder calls] you usually get it while you're working so it's easier to get a text message." -Washington B

While some participants like the idea of communicating with their healthcare provider via text message, one participant explained that she would find such messages 'annoying', saying:

"I think it's annoying. I mean have people like… they do telemarketing now through the text messages and it drives me nuts 'cause I'll hear a text and I'll think it's like my friend asking me for something and I'll go to it and I'm like really? I don't have time for this. I don't need you to text me just like I don't like telemarketing either. So I don't like texts unless it's from somebody I know." -Hawaii B

Receiving Health and Nutrition-Related Information Via Text Message

Participants described the types of health and nutrition-related information they currently receive via text message as well as the types of text messages that they want to receive in the future from WIC. Representative responses from participants follow.

"I get Self [magazine]...they send tips, healthy eating, stuff like that." -Washington A

Others indicated that they want to receive healthy recipes and nutritional information via text from WIC.

"Recetas nutritivas" TRANSLATION: "Nutritional (as in healthy) recipes." -Arizona

"Ahorita, que tiene poco que cambio en WIC, que puedes agarrar frutas enlatadas y todo eso. Que es bueno que te manden, por decir, cosas de nutrición, así como que es saludable, la nuez o cosas así. Como hoy se puede agarrar fruta enlatada." TRANSLATION: "Right now that it hasn't been long since WIC changed, and you can take canned fruit and all that. They should send you what is good, to say, what is nutritional (as in healthy), What is healthy, pecans or things like that. Like today I can buy canned fruit." -Arizona

Others indicated that they would prefer to receive health-related information from WIC via email. The ease of accessibility to information via links embedded in the email were the main reason for preferring email over text messages.

"...like if it's information regarding like babies and pregnancy, mothering and stuff, I think I'd rather have an e-mail so maybe there's some links listed, some sources I can just click on and then go straight there. I think that would be better for something like that." -Alaska

WIC Appointment Reminders via Text Message

Receiving WIC appointment reminders via text message was popular among focus group participants. Those already receiving the messages explained how helpful the messages are and others expressed great interest in having the option to receive appointment reminders via text message. Representative responses from participants follow.

"I like that when they send it to you, it's like a day or two before so it's a reminder and always the phone number's attached to is so if it's Smart Phone you don't have to try and find it and you know let them know if something's wrong and I do text messages so it's going to work out well for me."
-Oregon A

"...it would be easier [text] because if I get a call and I'm doing something I won't go out of my way to write it down. I'll be just like okay, okay and forget all about it once I hang up." -ITCA

"I like it cause I got a text message saying about this meeting. I thought that's very cool as a reminder." -Oregon A

"...that's (text message reminders) really helpful because I totally forget because the appointments are two months apart." -Hawaii B

"That would be cool because like they'll call or something and I won't answer. Most of the time I forget my next appointment and I'll have to call in like the day before I miss it and I would have to reschedule again. I think that would be helpful." -ITCA

The convenience of receiving WIC appointment reminders via text message when unable to answer the phone was highlighted by one participant who stated,

"I like it more when they send me the appointments on text rather than calling because sometimes we're working and we can't answer the phone. It's better, the text." -Oregon B

For others, having the appointment reminder in a text message serves as a helpful visual reminder.

"Sometimes I have a thousand things going on in my head that if I see it, it's easier for me to remember." -Oregon B

Receiving a text message the day before a WIC appointment was suggested by one participant who stated,

"And I always forget…I mean I have a son and a daughter you know appointments start racking up and I just forget. So just a text the day before is really convenient." -Washington A

Another participant suggested saving the text message reminder as an alert on the phone, saying,

"I think text messaging will be easier like they said everyone has a phone with unlimited. Also when you get the message and you can save it, like she said you can save it because you tend to forget

when our appointments are. So if you have a little reminder that's going to beep and let us know, okay, tomorrow is your appointment. So I think it would be more convenient, good." -ITCA

Participants were asked if they prefer to receive appointment reminders via text message, email, regular U.S. mail, or phone. While most prefer to use text messaging to receive WIC appointment reminders, some would prefer that WIC offer a variety of options for receiving appointment reminders. Some prefer phone/voicemail over text messaging, while others prefer email reminders. Representative responses from participants follow.

"I prefer emails for reminders because they also all come to my phone so I can always look at my emails there." -Washington A

"But I mean for people who don't have Internet access, leave snail mail so to speak an option." -Hawaii A

Perceived Barriers to Text Messaging

Participants indicated that not having unlimited text messaging, cutting off one's phone service and frequently changing phone numbers are common barriers to text messaging. Representative responses from participants are below.

"...not everybody has unlimited text messaging." -Hawaii A

"..the thing I don't like is that people change phones or change numbers so we can miss a lot of information. Usually I think it's very, very important to receive that message and we change phone or the service cut it so I think it's no. For me it's not a good idea." -Oregon B

"I used to [text] but then my phone's off." -ITCA

Email

Many focus group participants use email, although not always with great frequency. Those who use email describe it as an easy, private, and convenient way to communicate that also leaves documentation of one's conversation that can be read at a later time. Following are the perceived benefits of email as described by participants.

"I prefer email. It's more convenient. It just goes straight to my phone that's why, so it's more confidential, more private." -Guam

"You can always keep all your information, it's always recorded and there so you can go back and re-read whatever you need to re-read." -Hawaii B

Some participants enjoy the convenience of checking email on their own time rather than the immediacy of communication warranted by a phone call.

"Aparte si se me olvida un e-mail o algo después puedo revisarlo y asegurarme de contestar, ok." TRANSLATION: "Also if I forget and email or something later I can check it and make sure I answer, ok." -Washington C

"...a mí me gusta el e-mail, todo el día me la paso ocupada, entonces ya cuando los niños se duermen yo voy y me comunico con mis amistades" TRANSLATION: "I like email, I am busy all day, so when the children go to sleep I go and I communicate with my friends." -Washington C

"I like the leisure of your own time. Like if somebody calls you you have to answer it kind of thing, where if it's an email you can answer back when you want or you can check it when you want, but you don't have to have the verbal interaction right there you know." -Hawaii B

The ability to spend time thinking about a response to someone is a desirable aspect of email.

"For me, I like the fact that I can think about what I'm going to say before I say it...and I can read through it and make sure I sound smarter than I am. You know, I think that's probably the biggest thing for me, is I can actually make sure that I get my point across in an efficient way." -Alaska

Participants explained that email provides a "private" way to communicate thoughts and personal documents.

"Well on email yeah like I don't know, I think an email is a little more private than Facebook. Even though I know a conversation is really just between you and the other person I still feel like email is more private. And you know when I have something personal I want to talk to my mom about and I want to talk to her right now but can't because she's working or I'm working or something, I can send her an email." -Washington B

"I only use emails for like something where I - it's more privacy for documents to come in where I need to receive, when I don't need no one to take a look at it and it's only for me to read on what is it about." -Guam

In addition to the privacy of documents, one participant explained that email provides documentation of communication, saying:

"It's recorded. I have it on black and white. Communication is documented, yes." -Guam

Some participants like to receive their email on a Smartphone.

"a través de mi Smartphone puedo recibir todos los e-mails a mi teléfono así que aunque no esté en la casa los puedo estar chequeando y entonces muchas personas en veces no tengo tiempo de meterme al Facebook so cuando me mandan algo al Facebook automáticamente se va a mi e-mail, entonces así yo puedo contestar y ver cómo me comunico con ellos." TRANSLATION: "Using my Smartphone I can receive all of my emails on my phone, that way even if I am not at home I can check (my email) and a lot of the times I don't have time to check my Facebook so when people send me a message on Facebook it automatically goes to my email, so I can answer and see how I communicate with them." -Washington C

"I get my e-mail pushed to my phone regardless all day. So, really any time. Like, any time that I'm awake, I would be willing to send a reply or at least read my e-mail if I can't respond immediately."
-Alaska

Even with the ability to view email on a Smartphone, some choose to reply to email via text message or email from their computer, not their Smartphone.

"I get e-mails on my phone, too, but usually I won't reply until I'm sitting at a computer. And, so, I will receive e-mails, but if I'm going to send a reply or make an e-mail, probably the first thing in the morning or like late at night when the kids are asleep that I can actually sit down and formulate an e-mail or respond. I'll receive them anytime, but to actually sit down and type one, it's more convenient for me to type back a reply in a text message than an e-mail. But I'll check it." -Alaska

Some participants noted that they have multiple email accounts in order to separate personal and business messages.

"I have two different (accounts), I have a Gmail and I have a Yahoo. The Yahoo I use it more like going into different web pages like I get all these junk mail you know like all these coupons from all these companies like Groupon or you know stuff like that. Then my Gmail I use it more for if I have an important document to send out or I need to send an email to someone which you know."
-Washington A

"Well my personal is personal but business is business." -ITCA

One participant explained that she connects her personal email to her Smartphone in order to know when "important" messages arrive in her inbox, saying:

"Y tengo mi otro e-mail que es el personal,..., ese es el que tiene el link a mi teléfono, entonces sé que si recibo un e-mail es importante." TRANSLATION: "And I have another email that is personal,....that one is linked to my phone, so I know that if I get an email it is important."
-Washington C

Email is preferable to the phone and text messaging in some situations, such as when participants can't use the phone at work. In addition, email provides a more economical way to communicate with family outside of the U.S.

"Well for me I have family in Mexico so it [email] is cheaper than calling." -Oregon B

One participant prefers email because it is perceived to be taken more seriously than text messaging.

"Yo prefiero un e-mail. No sé, para mí se me hace más serio una llamada o un e-mail que a un texto. "TRANSLATION: "I prefer email. I don't know, but for me a call or an email is more serious than a text." -Washington C

Another benefit of email over text messaging is the lack of a "word limitation" which is imposed by text messages.

"...los textos tienen una limitación en cuanto a palabras, yo no sé si por eso se abrevian las cosas pero en un e-mail no Entonces en un e-mail yo puedo mandarles detalles de todo lo que está pasando y si quiero mandarle fotografías..." TRANSLATION: "...texting has a word limitation, and I don't know why they abbreviate things but with an email no. So in an email I can send details about everything that is happening and if I want I can send a photo..." -Washington C

Email Frequency

The frequency with which focus group participants use email to communicate varies widely, from never using email to emailing on a daily basis. Moreover, some who use email daily at work rarely use it at home.

"I don't always check my email. It's not a daily thing. Um I'm trying to warm to that because people communicate like that but there's been a few times where something's gone on and I missed it because I wasn't on there that day. It's not a preferred method of communication for me in particular." -Oregon A

"I don't really have time to check my e-mail. Only like maybe three times a month." -Alaska

"Probably twice a week, I check on it. Sometimes it doesn't fill up that much." -ITCA

"When I am at work, I check it daily. At home I don't even know if my account's still open." -ITCA

Other participants explained that they use Facebook for email, but don't regularly check their email account.

"I'm not really into an e-mail. I will get my notifications through Facebook, but I'm not too much on checking e-mail." -Alaska

Those in the military explained that email is a "mandatory" part of their work. As one participant explained,

"...for me email is like mandatory for us in the Army. My job is administration so that's solely the basis of my work where I get an email it's a task, it's for me to get it done or to reply back or you know basically to form a communication between the soldiers, the families and the… if my headquarters is somewhere else in Alaska then that's how we communicate. Mostly it's through email." -Hawaii B

One focus group participant in Alaska explained that it is difficult to get "some sort of WI-Fi connection" in rural areas that would allow her to check email.

"And in rural areas it can be harder, too...I might be able to find some sort of Wi-Fi connection if I wander around my driveway a little bit, but then it's like - so, you have to - it doesn't happen very often. It's too cold." -Alaska

Specific Uses for Email

Focus group participants described specific ways in which they use email. For example, some use email only when there is no other alternative way to communicate or the other individual does not use text messaging or Facebook, while others use email for work.

"Pues yo mando e-mails cuando no tienes otras alternativas. Cuando marcas a alguien y no te contesta o le mandas un mensaje y no te lo contesta. Y estas preocupado por esa persona, a lo mejor si le mandas un e-mail, a lo mejor te lo va a contestar. Lo usaría como alternativa para emergencias." TRANSLATION: "Well, I send emails when I don't have an alternative. When I have called the person and they don't answer or you send them a message and they don't answer. And you are worried about that person, maybe if you send them an email, maybe they will answer. You could use it as an alternative in an emergency." -Arizona

"I think that email is really nice 'cause I have a lot of um aunts and uncles, my parents, grandparents that aren't on Facebook and so it's a way to send them little email messages or pictures or whatnot." -Washington A

"[child's] grandma and I, that's how we communicate the most is through email...they don't really text so email is the way that we communicate." -Washington A

Others use email to receive store coupons, send and receive information, photos, and important documents.

"Well when you go to a store, they usually ask you for your email and they send you an email like with coupons, you know and you can go to websites and sign up and they send you a special coupon for the stores and coupons and you print them out and take them with you." -Oregon B

"Well, I like to e-mail because it's just - I get information. Like, you know, when I was just for all my kids when I was carrying them, I got the information of - I forget what site it was on, but how my baby's growing each month." -Alaska

"I just started using email but mostly information and communicating information." -ITCA

"Cuando necesitas mandar un documento, o la copia de un documento." TRANSLATION: "When you need to send a document or a copy of a document." -Arizona

"Además el e-mail, yo solo pongo cosas que son importantes... no me gusta darle e-mail a las tiendas...Yo siempre que voy a chequear mi e-mail sé que si tengo algo es importante y si no tengo nada, no hay nada importante." TRANSLATION: "Also the email, I only have important stuff on my email,... I don't like to give my email out to stores...I know that if I am going to check my email and I have one its important and if I don't have one its not important." -Washington C

"...instead of sending a Christmas letter, I just send a letter every month or whatever about our family." -Oregon A

Email is also used by participants for filling out applications and staying in communication with schools, teachers, and coaches.

"When it comes to filling out online applications." -Washington B

"...will be in touch with the teacher or something when they send the emails, personal emails with the teachers, we can be in touch with our kids, how they're doing or actually their homework when they miss it the homework. I think it's great." -Oregon B

"My daughter is involved with outdoor activities, with the coaches so I email them and my work, the majority of information comes through email." -Oregon B

Potential Challenges of Using Email

Participants cited misunderstandings, junk/spam email, and invalid addresses as the biggest challenges of communicating via email.

"...a negative could be you don't know the tone of how the other person's talking so you could be sarcastic but the other person wouldn't know it and could take it the wrong way." -Hawaii B

"But I think sometimes that it's the same thing with like text or even Facebook or email, sometimes the wording, the translation gets lost you know 'cause people read things differently than how you type it. So sometimes that's the only downfall that I can see." -Washington A

"The only problem with email is sometimes when there's a lot of junk, that's about it." -Guam

"Another downfall on like the business side of things is some people don't provide you with a valid email address so things that you send out don't necessarily get delivered and I could see on your end of it that could be an issue for you contacting people." -Hawaii B

Use of Email to Communicate with Healthcare Providers (HCP)

Although most focus group participants do not email with their health care provider, some do. One participant who works in medical pharmaceuticals reported that she emails with health care providers as part of her job.

"I actually found out that I have two medical things that I'm behind on by going online so it alerted me to catch up with my physical you know, some things that need to be done." -Hawaii B

"I work in medical pharmaceuticals, and so yes, I do communicate with doctors and suppliers, buyers over - via email." -Guam

Of those who email with their health care provider, most do so to receive test and lab results.

"Me mando los resultados a traves del email." TRANSLATION: "He sent me the results via email." -Washington C

"Well I like the fact that the lab results cause you don't have to worry cause as soon as it's in, hey you can check this out. That's how I found out I was pregnant with my son. They said your lab results are in, you know. Congratulations. Check your inbox kind of thing. So I went into my lab results and it said positive. I was at work and so actually I got the text message that said, you

know, that I had an email so I checked my email and it said it was like a scavenger hunt and the HGC levels or whatever are positive and then I just almost fell over. I read my chart." -Oregon A

Other ways that participants use email to communicate with their healthcare provider include asking quick questions, staying in touch with a child's physician, and for triage to determine whether the child can be treated at home or needs to be seen by the physician.

"It's better than being on hold forever just to ask a quick question. You just email a quick question." -Washington A

"I like it because like you don't have to keep on waiting for them to call you and stuff. They just email you about it - the information and everything. It's simpler." -Guam

"I have a kid with cerebral palsy so I can be in touch with doctors and the clinic." -Oregon B

"A doctor we used to have depending on what it was you could just send him an email and he'd look it over and make a judgment on whether you need an appointment or not or home remedies you can use versus having to get up early, call, schedule an appointment, rearrange your whole life." -Hawaii A

Participants who currently receive appointment reminders via email from their healthcare provider described what they like about the appointment reminder emails, saying:

"It's easier, faster instead of waiting for a letter or a phone call. Sometimes people are too busy to call you and reminding you that you have an appointment this day and this time. It was actually easier for me and I could print out stuff they send me. As long as it doesn't have his social and all that, just basically what's going to happen." - ITCA

"I like everything and particularly because in the emails, if you see the bar with the cell bar, they have calendars, they have maps and actually in the calendars so we can calendarize everything and make appointments and everything so it's good. Also, um when it's known, the providers send you out some questions so I can answer right away and it's good to have the Internet and appointments because you can respond right away." -Oregon B

Two participants explained why they want to receive appointment reminders from their healthcare provider via email, saying:

"Email because I can put it in a calendar reminder." -ITCA

"I [don't] mind [receiving appointment reminders via email] because I'm real forgetful." -ITCA

Email appointment reminders were offered by a participants' healthcare provider, but she declined enrollment in the email program because she recently started using email and is afraid of making a mistake.

"They kept telling me to get involved with their email program they were talking about. I never did but it was available to you. Because I'm new at and I didn't want to make a mistake." -Oregon B

Other focus group participants indicated that they do not email with healthcare providers because they do not use email.

Potential Challenges of Using Email with Healthcare Providers

The main challenges of communicating with healthcare providers expressed by focus group participants were in regard to security or privacy concerns. For example, some are afraid that they would need to share their social security number.

"I don't like putting my social security number or anything like that." -Oregon B

Concerns about losing private health-related information or sending the email to the wrong person were also challenges to emailing with healthcare providers.

"I think you lose privacy with your healthcare… again if it gets sent to the wrong person then somebody else has your medical information which is kind of a sensitive thing." -Hawaii B

One participant questioned what would happen if the email system is not stable, saying,

"...what if the system's down?" -Oregon B

Fear of spam/phishing and "false" emails are another challenge of emailing with healthcare providers. One participant explained that while receiving appointment reminders via email is okay, she does not want to receive other health-related information via email.

"I think that the downfall to me personally for the medical side is there are so many spam emails so sometimes I don't wanna open it because to me it's like what she said, privacy, so I don't know I don't think you should… notification yeah as a reminder for appointments but to tell you like oh certain stuff you're due or you need to come in to do this, sometimes it's… I'm more afraid of getting spam and all the other fishing emails." -Hawaii B

"I'd rather have someone tell me face to face. It means more than just reading something. Maybe it could just be a false text or email, random…even like the lady got the wrong time [of the focus group]."

Concern was also expressed for those who do not use the Internet as they would not have access to email from a healthcare provider.

"They're not around the Internet so they're not going to be able to check their emails." -ITCA

Using Email to Communicate with WIC

Several focus group participants indicated that they currently receive WIC appointment reminders via email. Other participants expressed a desire to receive WIC appointment reminders via email, saying,

"Appointment reminders. If WIC could shoot you a reminder, I know when WIC calls you to confirm your appointment they say check your folder for the time. So if they sent you an email it would all be right there and you're not going okay what was the time again? Where's my folder? Let me check my phone because you always have your phone handy." -Hawaii A

Emailing with WIC is beneficial when participants' text messaging service is cut off or unavailable.

"And emails for me because our Internet is wireless at our house so my phone gets email notifications on it with the Wi-Fi even when the texts for me is out of the service so I get notifications on my phone plus I get the email." -Oregon A

The benefits of filling out WIC paperwork sent via email prior to an appointment was expressed by participants. Representative responses from participants follow.

"Well you can see how that can work cause usually when you come for the appointment, they make us fill out stuff here and that kind of takes time from the we just come in all we have to do is just come in. It will be faster I think. Yes if we can do it at home when we have kids or we have other things." -Oregon B

"One thing that would be helpful is when you go for your recertification you got to fill out all this paperwork, what if they just send it to you in a PDF format where you fill in the blanks and email it back. It would save time and save money on paper." -Hawaii A

Participants want emails from WIC to be tailored specifically to their questions and concerns sent via email. They do not want to receive generic, automated responses from WIC.

"That it's [email from WIC] not just so generic computerized sort of thing that's coming back to you." -Oregon A

"That they actually listened to your concerns. And put thought into their response. Not like I scanned this word and this word and this word so I'll just give you information about, you know, like say you sent an email to pulling at the ear and they send you something about ear aches that had nothing to do with that." -Oregon A

Nutrition Education via Email from WIC

Receiving nutrition education via email is preferable to receiving it via text message.

"...if I was doing something and I looked at the text message I'm probably not going to remember it [nutrition education message] or save it or whatever because I'm not going back to the phone but if probably there is a message in here [email] I'm going to, you know, because then I already have the text and things I don't have to download from the site." -Oregon B

"The things you get on the pamphlets because I use them. I have five kids. So there's all kinds of stuff I need to know about nutrition mostly. he graphs they have for the weight and how your kid is growing out of the population, where does he stand. All of that would be really good in email."
-Hawaii A

Nutrition and exercise-related ideas to send participants in WIC emails include updates to the WIC food package and exercise routines.

"Even recalls, what food or changes, different cereal. That would be really good." -Hawaii A

"...in the newsletter you could have one exercise routine." -Hawaii A

The frequency that participants want to receive nutrition education emails from WIC vary from weekly to monthly.

Lack of Technology Among WIC Participants

The lack of technology among WIC participants was expressed several times and was particularly evident in the ITCA focus group as indicated by the following response:

"Email and all that, I don't mess with all that so I kind of try to stay on top of it and go through my papers all the time. I don't mess with the computer and I don't call over here [WIC] all the time."
-ITCA

After one participant in the Hawaii A focus group exclaimed, "Who doesn't have a phone?", other participants stated,

"you'd be surprised a lot of people don't use the phone. They don't have Internet. So they go through the mail or they hang on to their pink folders and pamphlets." -Hawaii A

"Like my sister, she doesn't even have a house phone. She has WIC and she'll check her mail every day. Everything she relies on is through the mail. She doesn't have a cell phone or house phone or Internet." -Hawaii A

When asked whether her sister might be willing to use new technologies if they were available from WIC, the participant explained that her sister might be inclined to get a Smartphone if she was taught how to use it and if she could see how "convenient it is", saying:

"I think, in her case, it's half and half. Half, she doesn't have the money to go out and grab all of this. But, I think if someone showed her how and how much more convenient it is, she might want to get a smart phone. I know she wouldn't get a computer and Internet but maybe a smart phone." -Hawaii A

The desire for WIC to teach participants how to use new types of technology offered by WIC was also expressed by Spanish-speaking focus group participants when shown the visuals. This topic is further discussed in the section on WIC Visuals.

Facebook

Focus group participants were eager to discuss Facebook. As one Guam participant exclaimed, "We all use Facebook!" Most participants indicated that their friends also use Facebook. Another participant highlighted the general popularity of Facebook, saying:

"Everybody's talking about Facebook." -Hawaii B

"You know what's happening on Guam and people say what's going on and their always on it, so it's convenient and it's fun because it's not just you. It's you and everyone else in the world." -Guam

Two popular reasons for using Facebook emerged from the focus group participants: finding friends and family, and keeping up with friends and family.

"Encontrar a los amigos y familiares." TRANSLATION: "Find friends and family." -Arizona

"I only use it for like one purpose, keeping up with my friends." -ITCA

"Keeping in touch with friends I've been with since I was really young." -Hawaii A

One participant noted that his wife uses Facebook for receiving coupons from businesses, saying:

"She [wife] does it for the coupons." -Oregon A

Benefits of Using Facebook

The benefits of using Facebook are numerous. These include keeping in touch and staying up-to-date with friends and family, and feeling a sense of closeness to others, both of which are particularly beneficial for those who live in remote or rural areas.

"...y estoy al día con mis familiares...me entero de todo, gracias al Facebook. Ya sean buenas o malas noticias." TRANSLATION: "...and I am up to date with my family...I can find out about everything, thanks to Facebook. The good and bad news." -Arizona

"... to just keep up with what people are doing because we live in the middle of nowhere so I don't get into town more than a couple times a week so it helps me keep connected with my friends." -Oregon A

The ease of long-distance communication, such as the ability to stay in touch with friends and family, regardless of their living abroad or serving in the military was a benefit of Facebook noted by several participants.

"Si a mi tambien me gusta el Facebook, por la misma razon, que tengo muchos familiares en muchas partes en México, Los Ángeles, en Texas, en Las Vegas. Ahí hemos conectado primos que a lo mejor nunca había visto o tenía poca comunicación con ellos mediante el Facebook estamos otra vez en contacto, compartimos ideas, situaciones familiares, o sea nos reímos; es por

eso que me gusta por la cercanía que hay entre nosotros como familia y amistades." TRANSLATION: "Yes, I also like Facebook, for the same reason, I have a lot of family in different parts of Mexico, Los Angeles, Texas and in Vegas. Through Facebook I have contacted cousins that I have never seen or with whom I had limited communication. We are in contact again thanks to Facebook, we share ideas, family situations, we laugh; that is why I like it because it brings us together friends and family." -Washington C

"It's actually really nice cause my in-laws live in Guatemala...so we can communicate instead of calling because there is no phone lines to call there that's cheap so it makes it a lot easier for us to be able to let them know how we're doing here and how they're doing there and see pictures." -Oregon B

"I'm always on it because as military, we move a lot and all our friends are all over the place and that's how I keep in touch." -Hawaii B

"I choose Facebook because it's - it keeps me in contact with my family and friends near and far, and I'm on it everyday and you can see everything with like what they're up to and you can also see pictures and stuff, so it's a good like source of social network for me." -Guam

"...el Facebook porque me ha permitido comunicarme con mi familia de México. TRANSLATION: "...Facebook because it has let me communicate with my family in Mexico." -Arizona

"... it's a way to keep in touch like you said and also my in-laws are in Wisconsin and met them maybe once in the last thirteen years and it's really allowed me to get to know them and get reacquainted with my husband because he's been gone for so long in Wisconsin and know our kids so it keeps them involved as far away people." -Oregon A

Facebook helps others reconnect with people they don't see frequently.

"Contacting people. Like since I graduated I haven't gotten to see any of my friends at all so that's the only way I can message them and stuff like that." -ITCA

"I actually reconnected with a lot of people but I haven't seen them in many years." -Oregon A

The ability to meet family members via Facebook was a benefit noted by one participant:

"I don't know my dad's whole side of the family but I've actually met a lot of them through Facebook." -Oregon A

For some, the ability to have "open communication" with many individuals simultaneously is a benefit of Facebook.

"I like it because it's like sort of keeping in touch with everyone at the same time. Instead of a phone call to one person individually Facebook captures the comments from everybody else in one snapshot." -Hawaii B

"So to make the comment on the drawback of 'oh yeah mom's out of surgery' [not receiving personal call] and okay but when you 12 brothers and sisters, 'hey, mom's about to go into surgery

call you in 10 minutes' or you can send a text message and add them to the two, but seeing it on Facebook is easier. Easier, but no one wants to find out their mom's in surgery on Facebook."
-Hawaii A

Other benefits of Facebook include the ability to connect with others at a convenient time and also via different devices.

"I started using Facebook when I was pregnant because I could use it when everybody else is asleep." -Oregon A

"...just keeping in contact with everybody. I mean…like if you don't have a phone and you do have a computer or you do have a phone and they don't have a phone, either way you have contact somehow." -ITCA

Birthday reminders are another noted benefit of using Facebook.

"Lo que me gusta del Facebook mucho es que a diario entras y ya sabes de quien es del cumpleaños, para felicitarlo y todo eso." TRANSLATION: "What I like the most about Facebook is that every day you enter and you know who's birthday it is, and you can say happy birthday to them and all of that." -Arizona

"Yeah I have not forgotten a single person's birthday since Facebook. I mean it's a nice reminder." -Hawaii B

For one participant, the ability to limit who she shares photographs with is a benefit of using Facebook.

"...Puedes limitar quienes miran tus fotos..." TRANSLATION: "You can limit who sees your photographs." -Washington C

Reliability of Facebook is a benefit of Facebook, particularly when other forms of communication are not possible.

Potential Challenges of Using Facebook
The main challenges discussed regarding Facebook use were in regard to conflict with others, lack of more personal communication, and concerns about privacy. Representative responses from participants follow.

"I don't know I feel like it's kind of losing some of the face-to-face." - Washington A

"That's one of the drawbacks about Facebook. You find out things on Facebook versus a personal phone call." -Hawaii A

"A lot of negative thought or input on other people's, I guess, opinion about you and what you're doing. That's why I don't get involved with Facebook because everybody's at just everybody."
-ITCA

"It's good, but drama can get started if you make a comment. Someone takes it out of proportion."
-Hawaii A

One participant chooses not to use Facebook due to miscommunication and conflict with others.

"I find lots of I guess depending on the situation, I find a lot of negative coming from it as well. So I stay out of it. Not really big on conflict. But I think like certain people might take things the wrong way. You're not meaning it that way because it sounds like it when you type it, there's conflict and there's miscommunication and people get into fights. So I think just that aspect about it for me, the conflict, I stay out of it but it is a good thing to have [Facebook]. But that's my choice."
-Hawaii A

Another participant is deleting her account soon due to the "drama" she experiences on Facebook.

"Once I move home I'm planning to delete my Facebook account just because there's so much drama. And I deleted most of my friends. And when you have friends from like when you were five and you have like 1,000 or so friends, it's just crazy. So I deleted everyone but family and close friends and post pictures. And when I move home I'm deleting it because I hate the drama." *- Hawaii A*

One more potential challenge of Facebook is the ability to 'friend' people that you don't personally know. As one participant explains,

"I personally only accept friends I know. So like friends of friends, I don't accept if I don't know them. Only family and friends and then I have my family that accepts the world and I don't understand why because there's crazy people out there." *-Hawaii A*

Several participants expressed that privacy concerns are a disadvantage of using Facebook.

"Facebook is not private enough...Yes, because everybody gets to know about what you're doing, how you're doing, and everything, so yes." *-Guam*

"I am probably I guess not the norm when it comes to Facebook. I don't use it very often... I don't like everyone to know all my business all the time so I don't put much stuff on there and like I only allow a few certain people like friends and really close family…" *-Washington A*

Privacy concerns include the ability for others to track your location and download one's personal pictures.

"...when you post something, it sets your location. I don't like that. I don't like to be tracked. Nobody needs to know where I am." *- Hawaii A*

"But my friends and even I can do it to my other friends, when you click on their picture, like for example, I can do this on my phone, I can download their picture on my phone. So pretty much anything I put on Facebook, I'm giving it to everybody. I don't like that. Even though my Facebook is set to private, only my friends can see it, my friends can have my pictures." *-Hawaii A*

The privacy concerns associated with using Facebook are the reason why one participant texts "all the time," rather than using Facebook.

"...to me Facebook is just like she said is a privacy thing you know. When it comes to privacy that I don't trust it. I don't trust the privacy thing. That's why I text message all the time." -Oregon A

Other privacy concerns include the longevity of information shared on Facebook. As one participant explained,

"Even though you have your settings so the average Joe can't see it, there is that lack of privacy. So it's like they say once you put something on the Internet, it's there forever. It can always be tracked down." -Hawaii A

Although participants use Facebook to receive coupons from businesses, there is concern about the personal information that businesses obtain via Facebook.

"That's the thing that scares me about the coupons is you're really just putting yourself out there and you don't know who all they're going to be giving your information to." - Oregon A

"That's what scares me about my wife doing Facebook. I told her all these people that you want to throw all this stuff at you. They know all your information now and this." -Oregon A

Concern about personal information being released by Facebook employees, hackers, or computer viruses is another privacy concern.

"Say I learn how to use Facebook and I open it up and then all of this stuff pops up, I will always click out of the function. You know? Because once that gets in there like they were saying, it's. Yeah you can say it's a privacy thing but who's to say their going to keep your stuff private."
-Oregon A

Another challenge of using Facebook centers around the usability and functionality of Facebook. For many participants, the recently implemented Facebook newsfeed is a challenge.

"Just cause there's pictures on there of my children and so let's say one of my friends comments on the page and their friends can see that I don't know can see what's being said because it's showing up in that new feedback [newsfeed]." -Oregon A

Among Spanish-speaking participants, one challenge of using Facebook is a lack of understanding of how to use a computer.

"Yo no (uso Facebook), mis hijas y yo no, porque no le entiendo a la computadora."
TRANSLATION: "I don't (use Facebook),my daughters and I don't, because I don't understand computers." -Arizona

"...pero yo para moverme (en Facebook), no se me da miedo." TRANSLATION: *"...For me to navigate (Facebook), I don't know, it scares me."* -Arizona

Some participants see Facebook and the games on Facebook as a waste of time. As one participant explained,

"A mi me da flojera. A mi me quita el tiempo y mejor me pongo a hacer otra cosa." TRANSLATION: *"I don't feel like doing it, it wastes my time and I better be doing other things."* -Arizona

Frequency of Facebook Use

Most of the focus group participants who have a Facebook account access it every day, multiple times a day. A few, however, reported that they access their account once a day. Representative responses from participants follow.

"I'm on it multiple times a day." -Washington A

"I live and breathe Facebook 'cause I have a home business so that's how I market myself. So Facebook is probably the tool I use the most. I'm always on Facebook." -Hawaii B

A few participants are new to Facebook.

"I chose Facebook because I barely got on there a few weeks ago and lately it's been helping me keep in contact with my friends I don't ever get to see." -ITCA

One participant who does not have her own Facebook account uses another family members' Facebook account on occasion.

*"Mis niños si tienen y mi esposo también, pero yo no. Pero si me gusta estar mirando porque es que miras a las personas de cuando eran chicos en México y yo tengo muchísimos años que no voy, entonces si me da gusto ver que están contactados ellos."*TRANSLATION: *"My husband and kids have one but I don't. But I do like to look because you can see people from Mexico you knew when they were younger, and I haven't been there in a while, so I like to see that they are in contact with them."* -Washington C

In general, focus group participants who do not have a Facebook account never plan to use Facebook.

"I don't personally think everybody in the world needs to know what's going on." -Oregon A

Progression of Facebook Use

The progression of Facebook use by focus group participants is an interesting theme that emerged during the Oregon A focus group. Some started using Facebook by trying to find people and others started by playing Facebook games. How their use of Facebook progressed differed, though. For example, some moved on to posting pictures and obtaining coupons while another participant uses Facebook to receive information about her college that is not posted on the school website.

"That's what my wife does. She started out with Facebook for gaming because people could send you like little things but it's gotten to the point now with pictures and communicating with family and all. She does it for the coupons. She does it for, not the gaming so much anymore. That's how it started. Then she switched over to the pictures and the coupon thing." -Oregon A

"I definitely do not like the games at all. It takes a long time. And at the beginning I started doing it but it was like oh this sucks. What a waste of time. So that's definitely a change for me." -Oregon A

"When I first was on there, I didn't have any pictures. It was pretty much just to communicate like email or in finding different people. And now that they've changed it to where, I mean I have all different albums of different things kids do and lots of pictures and different things like that." - Oregon A

"Well when I first got my Facebook, I just said, I'm just going to add my friends an stuff but now I keep in contact, I go to like school. I keeping contact with my college kids. Sometimes they don't update the stuff on the website like when there's a school closure. It shows up on the Facebook but not on the website." -Oregon A

How Participants Use Facebook

Focus group participants use Facebook in a variety of ways, from personal communications to business-related marketing and networking. Starting with the more personal, Facebook is used by participants to share information about their lives, pictures, and videos with family and friends.

"I like to see how people are doing, like their status and what's going on with their lives...I post a lot of things...about how my pregnancy is going so far and how much I miss my school because I was in the hospital for three days. I just post random things." -Guam

"I have a lot of family out of state and they haven't even gotten a chance to meet my son yet so they still feel like they've gotten the chance to via videos I can post and pictures and just updates on like whenever he starts doing something new and so they enjoy it too which makes me feel like they can still be a part of his life without actually being in the same state." -Washington A

"I share pictures of my kids, stuff that's going on in my life with my friends and family 'cause I never see anybody so it's kind of my outlook and how I reach out to them and how they can reach out to me to kind of you know keep in touch." -Washington B

"...and it's cheaper when it comes to like sharing pictures and videos." -Hawaii B

As one participant explained, sharing pictures via Facebook is easier than emailing them to friends and family.

"Just the communication, how easy it is. Instead of me texting a picture to 10 people, I put it on Facebook and everyone on the mainland that I'm close with, because that's usually on my Facebook is the people I'm close with. And then plus with email now, you can sign up for the email but it can only send three or four pictures at a time. There's a limit to each email. So I sit there, 100 pictures, three pictures per email is not happening. With a seven year old and an eight year old and a husband, it's not happening. So Facebook upload and like five minutes for a couple hundred pictures, much easier." -Hawaii A

For some, Facebook is the best way to meet new people and stay connected with friends and family, particularly those who live far away.

> "...my family members will respond to me faster via Facebook than they will in any other form of communication, including text message, which I find interesting since I'm the eldest and have lots of little sisters. I mean - I don't know. I can depend on Facebook to contact my family. But I can also, you know, send out a mass message and everyone gets it at once. I get feedback that way."
> -Alaska

> "...as a way for me to stay connected but still not have to take the time to call everybody to say hi. I have three other children besides so it was just a way for me to just kind of stay connected but not have to interact a lot." -Oregon A

> "I have a lot of family and friends that are out of state which you know it's easy to just go online and say 'oh hey how are you doing?' you know, without having to go 'oh I need to call them' you know, don't forget about it." -Washington A

Facebook is used to communicate via instant message and instead of email, phone calls, and text messaging.

> "...she'll message me on Facebook, hey Skype and so then I'll get on Skype." -Washington A

> "...most of my emailing is through the Facebook." -Oregon A

> "I don't always check email as often, but for some reason I always go to my Facebook app."
> -Hawaii A

> "I don't need to text anybody anymore because I just know what they're doing from what they're saying. So it's like oh they're in Seattle cool you know I don't need to text them anymore to see where they're at. It's just easier and I'm on every day." -Washington A

> "Yeah and also it's so much easier it's like I got 10 minutes, I'm going to be on Facebook instead of calling so and so or text messaging, six hour or five hours ahead. It's 8:00 right now, I just put the kids asleep, I'm not going to call my girl at 2:00 in the morning. I'm going to go on Facebook and post on her profile. Hey what's up. How was the meeting last night? How you doing? How's school? Miss you, bye." -Hawaii A

Some participants like to use Facebook to read the status updates of their friends and family, but are not inclined to share information about themselves. As one participant explained, saying,

> "I use mine mostly to stalk people." -Oregon A

Others use Facebook to monitor their child's life to know "what they're saying" or "who their friends are." Participants also monitor the lives of children other than their own, such as their nieces.

"...my nieces, they're older, I have them as my friends and at first they didn't really want to because I think when they say certain things or you know I call them and say hey what's going on so that's a nice way to [monitor them]." -Oregon B

Facebook is also used for business networking and marketing purposes by some participants.

"I use it for networking and business purposes. You know a lot of my friends have businesses and I do too so we can all network, try to help each other with what they need in terms of business." -Oregon B

"I have a home business so that's how I market myself. So Facebook is probably the tool I use the most." -Hawaii B

"I have been using it for like networking, as far as if I'm going to be traveling somewhere. Like, I used to live in San Diego. So, if I'm planning on going down there, I'm going to be asking my friends who I still keep in touch with if they know any hotels that have any deal that I'm not going to find online, or what's going on or what's coming up on the social calendar. Things like that." -Alaska

Facebook is used to schedule and send invitations to events and parties. And as one participant explained, the only reason she continues to use Facebook is in order to not miss out on party invitations.

"We do events on there. You can schedule events. Create events, parties even if you 're having a garage sale." -Oregon B

"I'm like half/half with Facebook. The only reason I didn't delete it is because we have a lot of parties we go to every weekend and that's how I get the invitations. Like half of everyone I know is inviting me over Facebook, which is an issue for a lot of people, but for me I go on Facebook to check. My phone beeps like an email and I can see the invitation. Besides that I wouldn't have Facebook." -Hawaii A

One participant explained that she sells items via Facebook, saying:

"You can let people know you have something for sale. I sold a lot of my baby's furniture on there and totally paid better than a garage sale price." -Oregon B

Facebook helps participants know where others are at and aids in coordination of meeting up with others.

"I'll see someone's status like oh I'm going here today and I can see like oh hey I was planning on doing that too, why don't we go together." -Washington A

Facebook pregnancy and parenting apps are also used by participants to track the progress of their pregnancy.

"I had one like that I added it to my Facebook where it was like a little chart. It was kind of cute. It was a stork on line on this timeline thing and every week the stork would change with what was happening." -Oregon A

"Baby Gaga. It gives you week-by-week updates and then posts it to your Facebook automatically for so if anyone who's keeping track of your pregnancy can know where you are. So it's really nice." -Oregon B

"I had a 3-D thing on my Facebook showing the baby's progress each week what it looked like. What it was supposed to be doing that way everyone get to see what was going on." -Oregon A

Other uses for Facebook include playing games, staying up-to-date with their own school (college) information, and keeping up with news in the world.

"I find out the most information first on there [Facebook] and then I would like listen to the radio or watching TV. I never have the TV on. My husband comes home, he watches the news. He'll turn it on and I'll start telling him everything I've seen on Facebook. You know, so and so died or there is an event, you know." -Oregon A

"I like pages that are about news and I like it when it gives me things that are happening around the world that I may be aware of." -Oregon A

Creating Facebook Pages for Business Use

A few focus group participants have created a Facebook page for their personal businesses. Two different participants each have a photography business that they promote through Facebook. One of the two also uses her business page to "keep up" with the photography industry.

"...I have a business page just to share my [photography] work and to try and spur a little bit of business." -Oregon A

"I have a business one also photography. I use that like she said I have a photography business, too. But yeah to 'like' like things in the industry to keep on the latest technology or things that are coming out." -Oregon A

Another participant uses her business Facebook page to connect and communicate with her customers and to sell her cupcakes.

"From the business side there's a lot of advantages 'cause it tells you who's connected to you so it tells you everybody who's liked your page so you're able to communicate with people that way and people who follow your page are able to see your updates. Like I always have cupcakes on hand so when I need to get rid of them I can just post them on there and I usually have people who want them and that's good for me business-wise." -Hawaii B

Joining and Creating Facebook Groups

Participants were specifically probed to obtain information regarding group membership on Facebook and if they have ever "liked" a Facebook page or comment. While most participants

have never joined a Facebook group, some participants have joined groups with other family members, parents of children of the same age, and various school-related groups associated with their own college.

"I have a group there for school, so like when I like miss a day, they tell me what work I missed and everything and I get into contact with my teachers. So it's a little bit easier for me." -Guam

One participant explained that a benefit of joining Facebook groups is to receive updates from the group members.

"And so you get all their updates..." -Guam

A few participants created private Facebook groups for their family and friends to connect with one another.

"I started a group on Facebook. It's a private group though so like I started by adding to it people I know who have kids under the age of 6 and then the members can add people but it wouldn't show up on any kind of search engine, it doesn't show upon your page and it's just like a group of my friends and their friends and we try to do like play dates and stuff like that. We're all on different schedules, but people post and say like if they find a cool kid friendly recipe or like I posted this article I'd seen about using old baby clothes to make a quilt and or just accomplishments or questions and stuff like that. But it's all people that I know and all people that my friends know so we're all connected and nobody we don't know." -Oregon A

"En una ocasión, si en una ocasión lo hice con tres amigas al mismo tiempo." TRANSLATION: "One time, Yeah, one time I did it with three friends at once." -Arizona

"We - I have a family that just created a family group, just for just immediate family to read on. So that gives us privacy on what we have to say within our family...- If we're having an event and I don't want the whole Facebook people to - friends to know, I post it on the group to let them know that "Oh, we're having Thanksgiving, so you're invited." -Guam

Others are members of multiple Facebook groups.

"I actually have three groups for school, one for English, one for science, and one for math. So like every time my teacher writes something on the board, they take a picture of it and they post it up on Facebook. So whoever's absent everyone knows what they missed out on and what the homework is and everything. So it's been handy. I like it." -Guam

"...tengo como cuatro grupos entonces amigos cercanos, puedo pedirles una opinión acerca de una situación que tengo, cómo poderla resolver y ya, me escriben, puedes hacer esto o recuerda- o sea, es lo que me gusta y- por la cercanía que tengo con las personas, con diferentes personas y con mi familia, pues, conozco- conozco como es, las fotos, las vemos, algún video de una reunión familiar y estamos comentando acerca. Entonces es como- como abrir el mundo que uno deja en otro lugar, en otro país y lo tiene ahí en la computadora." TRANSLATION: "I have about 4 groups of close firends, you can ask for advice about a situation that you have, how you can solve it and yeah, they write to me, you can do this or do you remember that- I mean that is what I like and the closeness you have with people, with different people and with family, that I know how

they are, the photos, we see them, a video of a family reunion and we all comment about it. SO its like opening a new world that you leave behind in another place or country and you have it there on your computer." -Washington C

Some participants indicated that they would consider joining a Facebook group specifically for moms.

"Liking" Facebook Pages

Focus group participants were asked if they ever "liked" a Facebook page and what made them like that page. Responses varied. Specific pages that participants have "liked" include the following: Friends' businesses, cousin's art shows, Albertson's grocery store, Shout, Gerber, Little Gym, Davis Burgers, Starbucks, Baby Gaga app, cities, Wal-Mart, shows (Imagination Movers), Groupon, various causes and organizations, and schools. One participant who has never "liked" a Facebook page stated,

"If I liked anything, it would be like music. Just music and movies." -ITCA

"Special deals. There's like the Groupons where there's local everyday there's a new Groupon so there's like $10 off at some store or there's one for like hand-me-downs for like second-hand children's store, consignment shop where you can trade in clothes and things like that." -Oregon A

"There is actually a button that supports breast cancer or something and if you "like" it, you'll donate like a like a dollar. So I "like" it." -Guam

"I go to pages where it helps people like foundations. I know there's other foundations where the more likes a certain page gets the more profit of money or something from a certain organization like they'll give to them so like child abuse or like um…I know there's one with this girl and they're trying to raise money for her because she has leukemia and the family can't afford it. So you go on that page and you have an option to like it and then they'll get a certain amount of profit from some kind of organization or you can click a link and donate money. So it's easier that way." -Hawaii B

"I'm just on like my college, like for their sports teams, because they'll post like the scores and what's going on at that time, what games are playing or what games are about to start. And, so, that's really the only organization that I'm really like friends with." -Alaska

Reasons for "Liking" Facebook Pages

Reasons for "liking" Facebook pages are as varied as the pages that participants "like". Some "like" pages for social reasons.

"I think the way that I got connected, I just saw that some of like my old teammates and friends had become friends with them. And then I thought, "Oh, I didn't know that they - that sports team had a page and whatnot." So, then I clicked it and kind of read some of the posts and said, "Oh, this is something I'd like to be updated on," so I clicked like or added the friend or whatever you do." -Alaska

Others "like" Pages that "relate" to them and give them the opportunity to ask questions of others.

"I've seen posts from other people using it. So, after my pregnancy, I went to the link and started my own pregnancy tracking." -Alaska

"But I like it because it relates to me some way." -Washington A

"You can ask questions to other parents who use the same products and things like that to get info." -Washington A

Having the ability to find out more about a business, product recalls, to stay connected and informed about, and receive relevant advertising are all reasons participants "like" Facebook pages. Representative responses from participants follow.

"I use a lot of Gerber products so they can post recalls when they have a product that's being recalled and so I can check and see if I have it." -Washington A

"Like if it is something that I actually use or want to use then I will like it to find out more about it. Cause you can find out more if you are actually a fan or a member than you can if you're just looking at it. And then if you decide that you don't want it, you can just click unlike." -Oregon B

"...as far Facebook goes, a lot of the ads that are on your site are tailored to things that you like, because I think Facebook, they tailor make that for you. So, like depending on your age group or things that you are interested in, like keywords on your profile, the ads that you see are on the perimeters of your page are going to be geared towards you personally." -Alaska

Others "like" news pages in order to keep updated about the news.

"I don't have time at like 10 o'clock every night to watch the news and know what's going on so I keep updated with that, too." -Hawaii B

Several participants indicated that they "like" Pages in order to get coupons.

" I use Shout on my clothes on my stains, you get coupons on the page. That is definitely a benefit of liking a page. Gerber, same thing or they do giveaways. It's like yeah free." -Hawaii A

Additional reasons that participants "like" Facebook pages are to help a friend win a contest, if they enjoy a particular show, or if they work for the business associated with the page that they "liked".

Interactions with Facebook Business Pages

Focus group participants interact with business pages in various ways, including to obtain event information, new program information, company information, upcoming activities, promotions, contests, coupons, and product updates.

"…just because you know my son goes there and it's easy to know or to find out the different activities that they're all doing. Sometimes they do get together so…" -Washington A

"You may as well say extreme couponing." -Hawaii B

"I saved $50 on my last grocery run." -Hawaii B

Some Facebook users, including those who are new to Facebook, have not yet 'liked' a Facebook business page.

Potential Challenges of "Liking" Facebook Business Pages

Several potential challenges of 'liking' a Facebook business page emerged during the focus group discussions.

If participants 'like' too many Facebook business pages their newsfeed becomes too cluttered.

"And yeah liking businesses and such. I don't like how it clutters up the Facebook so I really pick and choose who I like because I don't want to know what everyone's doing." -Oregon A

Scams and targeted ads are other potential challenges of 'liking' Facebook business pages.

"You also have to be careful of doing that [liking Facebook pages] because they do a lot of scams out there...There's a difference between pages and then applications on the net. Like the games are all applications like those can take you anywhere. Like the horoscope thing on the page, it's not a page so there's a difference between liking a page and downloading it down so when you download apps is when you get all the bugs and I didn't even mean to. But it takes you somewhere else." -Oregon B

"Yeah, they do [track pages you like] like if you notice even on your email account on hotmail or yahoo you type in or send an email to somebody and they'll use a key word in there like car then all of a sudden you get all these kinds of advertisements on cars on your page so that's really tacky. I don't know about [the] 'liking' thing. Be aware." -Oregon B

As one participant explained, not having a printer to print the coupons received from 'liking' Facebook business pages is a potential challenge,

"...la única ventaja que recibes es que te llegan los cupones por medio del Internet. Pero lo difícil es cuando no tienen una laptop, pero no tienes todo el equipo para imprimir y cuando llegas a la tienda te dicen que no tiene que traerme impreso, el cupon." TRANSLATION: "...the only advantage is that you get the coupons via Internet. But the hard thing is when you don't have a laptop, or all the equipment to print it out and you get to the store and they tell you you have to bring the coupon printed." -Arizona

Living in a small town where businesses are not on Facebook is a potential challenge for participants living in remote or rural areas. As one Alaska focus group participant said,

"I think - I mean as far as Juneau goes, I don't know a lot of the businesses here that are on Facebook, just because it's such a small - well, relatively small town. So, I mean a lot of times it's easier to go to the supermarket and see a bunch of the coupons up on the posting board than it would be to find it on Facebook..." -Alaska

Joining Facebook Page with WIC in the Title

Respondents were asked if they would join a group or "like" a Facebook page with WIC in the title of the page and how they would feel about their Facebook friends knowing they were on WIC. The majority of focus group participants did not have a problem with having the word "WIC" in the title of the page. In fact, many participants believe that a WIC Facebook page would serve to educate the general public about WIC, and, in turn, help reduce the stigma associated with being a WIC participant.

"I think it will help the stigma to have on the Facebook page those recipes, like for example a lactation consultant, a lot of people think that you just go in and that's it, you get checks. Actually say there's a nutritionist and there's a lactation specialist and you connect with other moms. And I think that would be awesome." -Hawaii A

"I think I would, too [like Facebook page with WIC in the title]. Although I do know that there's like a stigma. You know, like that negative stereotype that comes with being a participant in WIC services. But I'll be honest, like, I've only been involved for, what, four or five months now, but I've really enjoyed everything that I've participated in." -Alaska

"I could see how that could be a concern for some people because you know financially you do have to qualify so if you are making a certain pay grade and I guess people think you're making more than that, I could see how that's kind of an issue. But I think people could defend it as well and saying that they're supporting a charity or supporting a cause like I support many pages online that are charities for military and whatever so that they can have the support and everything like that. So I don't personally see an issue but I could see how it could be an issue." -Hawaii B

Most focus group participants indicated that they would "like" a Facebook page with WIC in the title of the page. Representative responses from participants follow.

*"I would 'cause I come and I get stuff from them so it'd be good to like get like updates if there was something like this coming up that I can be a part of or it would be good to know…"
-Washington A*

"Porque WIC es saludable. A mí cuando sale algo así, que lo manda con Facebook, de mandar muchos consejos, todos ponen "Me gusta" porque te esta gustando lo que te envían. Y si pondrían de WIC algo saludable, uno lo lee y oh! "Me gusta." Seria fácil." TRANSLATION: "Because WIC is healthy. When something like that comes out, that I get through Facebook, that they send you advice, everybody clicks the "like" button because you like what they are sending you. And if they put healthy things on WIC (feed), we would read it and say Oh! "I like" It would be easy." -Arizona

Some focus group participants explained that because WIC helps them, they would "like" a Facebook page with WIC in the title of the page.

"Yes, because I always go here and it provides a lot of stuff for us." -ITCA

"Even before the kids get here, they help us and provide stuff." -ITCA

"So if you have it on your Facebook, I would put it on my Facebook I got no shame. I'm all about it especially with the resources, the lactation everything. I think it's great. But it's not as easy for someone to come up to you and be like can you tell me about the WIC program? Especially a 16 year old who just got pregnant. I would obviously [like FB page with WIC in title] but to some people it feels like airing their dirty laundry so to speak. You don't want people to know, because even with WIC, even though it's supplementing, people think of it as welfare and for poor people. And military you have a job. When you start out, you're not rich. You don't have money like that. On WIC, my husband is only a specialist so we don't make a lot of money but like I said I got no shame. I had WIC with my eight year old when I was 17. But it's that whole thing. It's other people looking and saying oh she has WIC she might have food stamps and she might do this. It's welfare." -Hawaii A

One participant in particular was emphatic that WIC needs to have a presence on Facebook with WIC in the title of the page, saying:

"...it's [WIC] a good business, it's a good company. WIC shouldn't be hiding behind skirts or curtains, it should be out there. A lot of people don't understand WIC and it's about the children… you know nurturing a healthy child into the world." -Hawaii B

As noted by one focus group participant, there is a perception that WIC is "stepping it up" if they have a Facebook page.

Much of the discussion around participants' willingness to "like" a Facebook page with WIC in the title centered around the outreach, increased awareness of the what the WIC program actually provides participants, and increased popularity of the program that would occur through a WIC Facebook page. Representative responses from participants follow.

"I think if it gets on Facebook it's gonna blow up. I mean WIC is gonna be so popular." - Hawaii B

"I definitely would like it, because it's a great way to spread awareness." -Alaska

"I think if you spelled it out instead because not many people that I know actually know what WIC stands for so if you spelled it out instead for the people who do know what WIC stands for, it would make more sense. They know it's for WIC but not everybody knows it's for WIC. So what maybe you could do maybe is capitalize the W, the I, the C and then spell it out like she says but then that way it's obvious what it is but then also the front page of it, or whatever, the beginning of it, explain what the program is about." -Oregon B

"I know that a lot of people use Facebook, and it should be a great opportunity to show what the WIC program offers and what it's about." -Alaska

A very interesting theme that emerged from the Oregon A focus group was the desire among non-Facebook users to join Facebook if WIC created a Facebook page. Importantly, these participants would "first have to figure out how to use it [Facebook]."

"I would use it then. Only for that purpose. If it had something to do with how to deal with my kids or you know nutrition or recipes. That's the main thing with recipes." -Oregon A

"If they just dealt directly with just WIC itself or information about that then I would do it but the privacy for me is a big thing." -Oregon A

One focus group participant thought WIC Facebook page is a good idea, but she rarely has time to log in.

"It'll be good, but I barely go to Facebook. That's the only problem about me... I'm too busy. I mean I don't have time, so that's why I said email. I prefer email, so Facebook is once in a blue

A participant who infrequently uses technology explained that she would not use a WIC Facebook page saying,

"Me personally, I don't mess with the computer. I'm not into all that technology. I'm pretty good with WIC where I'm at right now. That's me personally." -ITCA

One focus group participant stated that she would use WIC Facebook if the page is named something other than WIC.

"Maybe if you named it a different thing." -ITCA

Reasons Some Participants Would Not "Like" a Facebook Page with WIC in the Title

Some focus group participants in three locations (ITCA, Hawaii, Oregon) indicated that they would not "like" a Facebook page with WIC in the title, citing privacy concerns and concern for what others would say or think of them as being "low income" are the main reasons.

"I probably wouldn't [like a WIC FB page]. It's more about the privacy thing. I just don't want people...really it gives clues towards income." -Oregon A

"...first time people might be scared that you put their name out there as part of the low-income program." -Oregon B

"I think there's all these like Internet and Facebook, like I said I don't do that, just text and email, there's a lot of ways you can get information but a lot of it is confidential and you can't just put all that stuff on there like we said, like on Facebook." -ITCA

"A lot of negative thought or input on other people's, I guess, opinion about you and what you're doing. That's why I don't get involved with Facebook because everybody's at just everybody." -ITCA

"Someone is going to put you down or say something about it. 'What is she doing'?" -ITCA

"All that speculation." -Hawaii A

"...if I was on Facebook I would agree not to put my business out there. I don't know, it's my business and what I do with me and my son and nobody else needs to know what programs or what I'm doing with myself and it's kind of personal. Just my opinion on how I feel about it." -ITCA

One participant who would "like" a WIC Facebook page explained why others might not, saying:

"I would obviously [like WIC Facebook page] but to some people it feels like airing their dirty laundry so to speak. You don't want people to know, because even with WIC, even though it's supplementing, people think of it as welfare and for poor people." -Hawaii A

An interesting perspective on experiencing the stigma of being on WIC was given by one participant who explained that living in a town where most live at the poverty level, people understand that WIC is a "helpful" program.

"I guess maybe because it's a small town. None of us out there make a lot of money. We're at the poverty level so it's kind of normal for us...the people that I know they all know what it [WIC] is and that it's helpful." -Oregon B

Suggestions for a WIC Facebook Page

During the focus group discussions on Facebook, participants provided suggestions for what they would like to see included on a WIC Facebook page. Suggestions ranged from posting updates about the WIC clinic closures to changes to the authorized food lists to providing an opportunity for participants to give and receive support and advice from others through Facebook discussions.

"Or even as simple as business hours. You know a simple question that you don't want to have to just call and listen to a long recording you know business hours or what you need to bring with you to an appointment. Oh I forgot, I'm in the parking lot, I don't know what to bring. I mean you could just run inside but you know you could just look on Facebook too." -Hawaii B

Participants suggest using a WIC Facebook page to provide updates on new WIC-approved food items, updates to the authorized food list, and updates on food recalls, clinic closures, and changes to clinic locations.

"...like the new items WIC's able to provide like in the folders everybody gets." -ITCA

A WIC Facebook page should provide health-related advice.

"Consejos, salud." TRANSLATION: "Health advice." -Arizona

Participants also suggest creating WIC Facebook groups by age of child and geographic location.

"Maybe like child age group. Birth to 12 months, 12 to 24 or 36, infant, toddler, preschool, school. By location. Some moms want to have friends, play dates and age, location. I think those are the best combinations." -Hawaii A

Participants want more community-based WIC resources.

"I'd like to see some more resources. But when you think about a national program, it's hard to possibly put resources on a site like that that are, you know, specific to certain communities, especially for a place like Juneau, like a small community. So, I wonder, you know, how maybe you could get resources out that are nationwide, but also apply to smaller communities. Because I really would like to see more Anchorage-based, like, meeting groups or like support groups or things like that. A place where I can go meet other moms and talk to other people ." -Alaska

Focus group participants said that they want to receive nutrition information via Facebook. One suggestion is for WIC to use Facebook instead of email and newsletters.

"Maybe instead of like email newsletters, you can post nutritional information and reliable links where you can go find it." -Hawaii A

Focus group participants suggest using a WIC Facebook page to determine eligibility for WIC.

"I have a friend, she and her husband they both don't work, her husband is retired Air Force, they're waiting for a house now in Hawaii, they moved from Texas to here. I said, "Hey maybe you can get into WIC." She said, "I don't know how to apply and we don't qualify." I said, "Maybe you are." She has a daughter, she's a year and a half. She's like, "Can you find out how to apply to get in?" -Hawaii B

Several focus group participants expressed interest in saving the WIC program money by using coupons for WIC-approved foods. Some suggested posting coupons on a WIC Facebook page.

"I know a great link would be that we get coupons for certain items. Having them link to when those items are even on sale for the WIC program because, right? They're so expensive. And you know could we serve more people if we paid less for what we buy." -Oregon B

Benefits of a WIC Facebook Page

Focus group participants indicated that receiving support from other WIC participants via a WIC Facebook page is important to them.

"As somebody who works in the market I've seen how WIC moms can be treated by people that work for the market, people waiting in line behind them. Some people are very understanding, some people are very rude and as somebody who was very prideful it was a very hard process for me to even walk in the door the first time I needed it and…um I just think it would be nice you know to be able to connect with other moms who are in the same situation you know, people who understand what you're going through or that you might be helpful to them as well. It's kind of like a support." -Washington B

"I would probably use the support just for the fact that sometimes new moms need to talk to moms and ask questions." -Oregon A

"...makes the community closer to them...we all come into the WIC office but I don't know her name or her name or anything but you might you know learn the name or something or do video chat or do whatever on the computer like a question and just knowing the community as well." -Oregon B

"I think a lot of women especially if they're new and not use to having, I have a big family and there's kids everywhere and so I mean I pretty much raised my nephews and nieces when I was young. I mean they usually say when you become a mother it's a natural instinct, honestly some people don't have that. I had a friend literally, she became a mom, she didn't understand the whole thing. She literally had her kid in a diaper the whole day from when they came home from the hospital. Girl, you have to change the diaper. The first time we went to the doctor's we were at their house and the dad put him in the middle and put this seatbelt from here and buckled it through there and I'm like whoa. You don't have to do that. Let's help you. So I think a lot of people like as far as not knowing and they don't have that situation so you could chat or like someone can post a question and you can get feedback because you've been in that situation. There are people who have not been around kids and they don't know. And so you can kind of help them out. As far as like my medical, they give you this book and that was one of my bibles when I was pregnant. And if you have a question and you're not able to talk to a doctor or something like that, you can kind of read it over and be like okay. I think if you don't have those resources I think as part of a group of mothers, people will be able to answer those questions and help each other as far as what they've been through." -Hawaii A

"So I think for a mother who's new to the island, you don't have friends. You don't know anybody. So like making play dates, you could go on there and meet people and be able to connect with someone. It's sad to be alone and not be able to have that resource. It's hard, I think for somebody if they don't know anybody." -Hawaii A

Participants want to be able to ask questions and receive advice from other moms on a WIC Facebook page. Some want to ask question to other WIC moms via private messages on a WIC Facebook page.

"Give each other advice. They're all part of the same page like online." -Oregon B

"Just like she says one mom has a question and other moms that have more experience can try to address your issue, say you're stressed out and don't know how to do this or. Like my youngest son, he's working to gain weight. He eats but he doesn't gain weight so I don't have anyone to ask well why is this the case. The doctors don't know maybe another mom has had that experience and can give tips." -Oregon B

It is easier for participants to get WIC information via Facebook than calling the clinic or going to a website.

"I think it'd just be better 'cause people can find out information from Facebook a lot easier than having to call or look at the website." -Hawaii B

Participants are interested in receiving recipes that use WIC foods via a WIC Facebook page.

"I'm always asking other people if they can give me recipes or random stuff to cook. I'm pretty much the only one that cooks at home so I like to do new stuff, you know. You don't get a lot of information on what you can use on the WIC. They just give you that and that's what it is. It would be nice to get recipes or things you can do with what you guys provide on WIC." -ITCA

How a WIC Facebook Page Can Serve as an Outreach Method

It is very important to WIC participants that others in their respective communities understand that the WIC program is more than "just going to get milk." Focus group participants believe that a WIC Facebook page will go a long way toward educating those unfamiliar with the WIC program. Through educating others, they hope that there will be less stigma associated with being a WIC participant, particularly when they are in line at the grocery store, where the stigma is felt the most. Representative responses from focus group participants follow.

"They just see you just pull out your little voucher and they're like ACK." -Oregon B

"It's upper middle class rich people. They care because they think it's their money that is being wasted. That's why they say things or make comments [at grocery store]." -Oregon B

"A lot of people have misconceptions about what WIC's about and if you had a Facebook page you could share what the whole concept of WIC is, Women, Infants and Children, how it started, what it's about, it's supporting nutrition for children." -Hawaii B

"But it's [WIC Facebook page] a learning opportunity, I think, to make people more aware of what the program is about...what it's for and what its' focus is." -Oregon B

"You know we come here we know what it is, yes, but some people are like 'oh you're just going to get milk or leche'. That's how they see it. We don't because we know. Many people close to us don't see it that way either, but other people, yes." -Oregon B

"Cause there's still a stigma around being in a low income program that people don't know a lot about that people are ignorant of what it is, how helpful it is for kids where they have such a high standard for the internship and one of the programs on there is not for kids. Not even schools do that for kids. They're becoming better and better about it so first time people might be scared that you put their name out there as part of the low-income program you know whatever. But I think part of it is educating people on what the program is about. How important it is for kids and how in this country we still want to have good nutrition for the kids and how to profess to provide that and but it's not just you know a program where everybody gets free food. And we get nutrition classes more than most. Nobody gets that. We get education on how to keep our kids safe, not just in nutrition but in other ways, like car seat classes. Different outside information that is basic. Checking your kids hearing stuff like that, that's good." -Oregon B

A WIC Facebook page will help those who are "too lazy" to look up information about WIC.

"I'd like to throw in that I've met a lot of spouses who don't know about WIC who are definitely able to qualify for it who just are honestly too lazy to go and Google and find the information. But if you have a link on Facebook they can relate to Facebook already, I can just link it over and the information is there, all I have to do is click it you know." -Hawaii B

Focus group participants *want* others to understand that "WIC is a good program" and they believe a WIC Facebook page will help others learn about the program. As one participant explained,

"It's people living on the edge I mean cause you know, give us a break and we can make it to the top too but you know, we're not, we are at the very bottom. We're struggling in a lot of different areas. But what's important is that you need to get the education out there because the program needs to be seen as a positive. That's why I was going to say, I do care what they think because I want them to think that this is a good program and what they're doing for us and that it's necessary so yeah I do care what they think and if I ever had an opportunity I would tell them exactly what this program is about and you know I wouldn't miss that learning opportunity."
-Oregon B

One participant noted that Facebook is "very youthful" and WIC can use Facebook to reach young moms.

"I also think Facebook is very youthful so as you mentioned before like yeah there are pregnant teen moms and that's obviously like a big issue in the United States but because it's youthful at the same time it like appeals to everyone. So you can educate young mothers who need the help probably more than most of us here so they can get the resources as well or even going into high schools and educating children about it… children whatever, moms. Like I'm sure that they have like small support groups, I'm sure there's not one pregnant girl in the whole school you know so… or had to have kids, it's sad to say but it's true. So that way they can have somebody come in, even if the WIC people come in for like ten minutes just to say, "Hey this is our program, if you're interested here's some information, take time to look at it on your own or we can schedule you an appointment today." I think that's a great thing too and children and teenagers these days need a lot of influence and a lot of support because they don't always get it from their families." -Hawaii B

"I think it is a good idea because, one, sorry, there's a lot of teenagers getting pregnant. They don't know about WIC. You have WIC on your page. What's this? Oh, a resource to help me out. And also the other thing is you're 15, 16, 20, 30 WIC is a government program. It's like food stamps. Hey I have food stamps, you don't go around telling people." -Hawaii A

Focus group participants noted that they often work to educate those around them about WIC.

"Like I didn't know of WIC until word of mouth from other people and I got on it late in my pregnancy which I wish I would have known about it sooner so I could have gotten on it sooner. But that's why I educate people around me too now is because people just don't have the resources and don't think that they're eligible when they are." -Hawaii B

"To me the program is very resourceful and useful. I think the stigma is from the people who actually abuse the program and then try to brag about it and it gives it a bad name but the program is pretty helpful I mean. But just a lot of people are not educated and then because of those people who are giving the bad name are causing these people to come forward and request for help but the program… certain families too in the military, I've been telling them, if I know they're struggling I say, "Hey have you tried WIC? Have you applied?" They say, "No we don't' qualify." Well it doesn't hurt…" -Hawaii B

A WIC Facebook page will make it easier for participants to continue educating those around them about WIC.

"…if they see you "liking" a page they're more likely to come to you about it. I think it will be an outreach to other people. I find out like which grocery store or things like that, what's the best place because a lot of my friends like it." -Hawaii A

"People are not inclined to just walk up to somebody and be like, your friend, you have WIC? You know about it, unless they know you have it, it's not a comfortable thing for people to do."
-Hawaii A

Focus group participants expressed that WIC needs to use people "like us" to promote WIC via Facebook. And several volunteered to help promote WIC on a WIC Facebook page.

"I think if we have people like us who are on there saying these are the positive things like 'hey you could pay the extra $50 a month for milk or you can get it for free just by signing up' and have people who are saying positive things then I think that will work in its account, you know what I mean? Like I think there's a lot of benefits to WIC, whereas like welfare is welfare like unemployment, nobody wants to advertise that but the only benefit of that is receiving money. So here you're receiving food which is a necessity and everybody needs to eat." -Hawaii B

"I'm going to tell you from my hand if you guys need any way or any advice on that stuff I'd be more than happy to help. Like if you need to post my face on there and say yes I'm a mom that uses WIC you're cool by me. Go for it." -Hawaii B

Facebook was suggested as a good way to reach out to WIC eligibles. Specifically, focus group participants suggested that a WIC Facebook page would be a more effective way than traditional brochures to reach WIC eligibles, particularly those in the military.

"I've seen stuff before, and I think WIC could do something similar, it's for like a college but they go on and they educate on the military spouse like groups and pages that they have like grants and stuff that they can use just for being a military spouse. So I think WIC could do similar things and maybe reach out to like the mothers groups and stuff of Oahu or other neighboring islands and say hey we are here, all you need is xyz and keep it short and just say visit our page to learn more or whatever and then that way people can link up. It's a way for you guys to advertise really for free."
-Hawaii B

"Some areas do [advertise WIC to military]. Like the clinics and stuff you have to go through like a big brochure carousel and I mean really? Not a lot of people do that." -Hawaii B

"I think the perception that at least when I got here being in the military is that we're in the military, we're not qualified for WIC mainly because our income and because the benefits that we receive. The first thought I thought was are you crazy? But when I went to the… and of course they don't advertise it to us in the military, especially." -Hawaii B

Embarrassment was cited by one focus group participant as a reason that many WIC eligibles do not participate in WIC. However, as, focus group participants explained, a WIC Facebook page will allow for WIC eligibles "who are not comfortable joining WIC" to read the posts and comments current WIC participants write on the WIC Facebook page.

"I think people sometimes get embarrassed and don't want to feel like they need help. Recently I did get laid off and I do have children. It's hard to pay rent and electricity and food and all that. So I actually just recently got food stamps. My boyfriend is like we're not poor, I can support you. I'm like honey I was bringing half that money in. We can't support ourselves with all these things. In the beginning I was like I don't want to…I think a lot of people don't want to feel like they're taking

advantage of situations because sometimes people feel like that. But it does help a great deal as far as that if you're responsible in that sense. But it's very embarrassing I think." -Hawaii A

"...if you make a Facebook page obviously the people who are… who'd like it or whatnot can post to that page and give their feedback on WIC, too so other people who are not comfortable with joining WIC for whatever reason maybe by reading other people's comments...and they're like 'oh my friend is on there now and this is what she thinks of WIC and her friends think of WIC' and maybe it'll make her feel more comfortable and she'll join WIC." -Hawaii B

Suggested Topics for a WIC Facebook Page or Discussion Board

Focus group participants were eager to participate in a forum that will provide them the opportunity to ask other WIC participants questions. Topics that participants want to view on a WIC Facebook page or discuss via Facebook include: normal behavior for a child, picky eaters, teething, tips for feeding children, recipes, and exercise. In addition, participants want to view growth charts on Facebook.

Other topics for WIC Facebook include child nutrition and breastfeeding nutrition information as well as breastfeeding support and picky eater/anemia prevention.

"Just little facts, little things about nutrition for kids, for breastfeeding moms, for all that stuff that a lot of people don't have access to. And, so, to me, the information I've gained through WIC has been invaluable. So, just to know that, you know, you can look and that can be in your feed in the morning or whatnot..." -Alaska

"Like you were saying just about toddler nutrition. That's a huge one. Breastfeeding support. A lot of the stuff that's in the brochures in the lobby really. Just seeing basic information that - like I know for me, my son's the pickiest eater on the planet I swear. If I didn't have some of this stuff with ideas of, "He's anemic now because he won't eat and such and such this week, so how do I correct that and how do I do things like that?" And just learning what the appropriate balance is for sections of a meal for a child of any age." -Alaska

Likelihood of Switching to a Different Social Media Site

The majority of focus group participants were open to switching to do a different social media site.

"I'd at least check it out and give it a try." -Oregon A

"Yes. I think I would if - It's not hard to transfer things." -Guam

"Podria cambiarse uno, si te dan mejores o las mismas opciones." TRANSLATION: "We could switch (to new social media site), if they give you better or the same options (as Facebook)." -Arizona

For many, the likelihood of switching depends on whether their friends and family switch, too.

"I was going to say if my friends were not on it and my family weren't on it I probably wouldn't go in it cause I used to have MySpace and then like everybody switched to Facebook so I just like deleted my account and went with everyone to Facebook." -Oregon A

"If other people were there." -Oregon A

"It's kind of pointless if you don't know anyone there." -Oregon A

Interestingly, one participant indicated that a new social media site need not be only for family and friends. She would switch to a new social media site if it has business or school-related information of interest.

"Unless there is businesses or other things that were of use to me. I don't necessarily have to have it just specifically for family or friends or for you know eventually I want to go back to school so if it has something to do with that." -Oregon A

"…I don't even really care for it when Facebook does all their updates and they change the way they do their page all the time. It drives me insane and then they do an update for your phone and my app's completely all different and then I have to relearn it." -Washington A

Dissatisfaction with recent changes to Facebook were frequently noted by focus group participants.

"…I don't even really care for it when Facebook does all their updates and they change the way they do their page all the time. It drives me insane and then they do an update for your phone and my app's completely all different and then I have to relearn it." -Washington A

"People on Facebook say that they were moving over to Google Plus because of all the changes on Facebook." -Oregon A

WIC Social Network

Several participants explained how a WIC Social Network would benefit them. For example, participants like that a WIC Social Network would always available, including after-hours. Others explained that it would be easier and faster to find answers on a WIC Social Network compared to calling the doctor.

"It would be a lot easier than calling the doctor." -Oregon A

"After hours you're like okay, well I'll give him the message and about three hours later after you've been pulling your hair out and you're freaking out because your kid's turning red or blue, not blue but just. You know you're frustrated. It would be a good site to you know. Cause you know on some kind of site like that people would always constantly someone would be on it and you know." -Oregon A

One participant explained that in her experience, other moms can be more effective than the doctor when it comes to answering questions.

"The doctor's office wasn't even helping. I went to the doctor and did all of that and they weren't able to help me so talking to other moms was more effective." -Oregon A

A WIC Social Network would be particularly useful to WIC participants with younger children. As one participant explained,

"I think it would depend on the ages of your kids. I would probably go more and more since I have a little one rather than going for like my 9 year old or my 7 year old cause I mean I know them a lot more and I know what's good for them or if they're not feeling well, it's easier for me to know them and for me to do for him and the two year old." -Oregon A

WIC Social Network Vs. WIC Facebook Page

When discussing a WIC Social Network, some participants indicated that they would prefer to use a WIC Facebook page than a WIC Social Network.

"Seria mejor, yo me quedaría en Facebook." TRANSLATION: "It would be better (to have a WIC Facebook page), I would stay on Facebook." -Arizona

Internet

Focus group participants described the Internet as all-encompassing. They use the Internet to find answers to questions, for online banking, to check email, fill out job applications, log into Facebook, read news, check grades, obtain address locations, and check up on people.

"I think the Internet can be used for anything." -Oregon B

"I picked Internet, I actually like learning different things and it's pretty easy to look things up that you need pretty quickly. Internet, pretty much everything people have on here is connected to them but you have to have Internet to use the smart phones or video chats or Facebook so you have to be connected. So I think Internet's pretty important." -Hawaii A

"I said the Internet just 'cause whenever I have a question I just look it up and there's lots of answers." -Washington B

"My choice is Internet because it's just really interesting, not only, you get a lot of information. Also it includes the Facebook, the emails, those type of communications and information." -ITCA

"...es importante aprender porque a veces cuando uno está buscando trabajo no más le mandan a uno a llenar la aplicación en Internet; entonces, uno tiene que aprender no porque quiera sino por ley. TRANSLATION: "...it's important to learn because sometimes when you are looking for work they send you to an application on the Internet; so you have to learn not because you want to but by law." -Washington C

Several participants stated that they use the Internet for online banking to pay bills, check balances and transactions, and to keep track of their money.

"Es algo que a mi me encanta porque ahorra muchisimo tiempo." TRANSLATION: "It's [online banking] something that I love because it saves a lot of time." -Washington C

Where WIC Participants Access the Internet

Focus group participants who access the Internet do so at home, work, the mall and student centers.

"Either we have computers at home, but sometimes there's G3 at the mall, it's an interface that you can just go in and go onto the Internet." -Guam

"And there is also student centers with computer you can access." -Guam

Nutrition and Parenting Internet Sites

Focus group participants noted that BabyCenter and iVillage are nutrition and parenting-related Internet sites that they visit.

"My daughter was having a lot of problems spitting up and so I went to one of those BabyCenter or whatever and put out a question like what to do because I was at my wit's end. How do I fix this. I got so many different, so much different input...you know you put the question out there and from all the answers I got back, it actually I found something that worked." -Oregon A

Some, however, use Google to find nutrition and parenting-related information.

"I don't pick a specific site, I'll just Google it, or whatever, I put it in the thing and I just go wherever one comes up." -ITCA

It is of interest that the ITCA focus group participants turn to their family, not the Internet, for nutrition and parenting-related information.

"I ask my mom and if she don't know, call the hospital. But then like a CPS worker come by and she'll just automatically tell me a lot of information." -ITCA

"For our work [WIC employee who is also a WIC participant], we get the WIC pamphlets in our boxes. It has recipes in there." -ITCA

Barriers to Internet Use

Focus group participants noted several different barriers that prevent them from using the Internet. Not knowing how to use computers, a lack of time to learn how to use a computer, and being disconnected from the Internet were three frequently cited barriers.

"I don't mess with computers. It's too much. I get frustrated even trying to open the Word to color on it." -ITCA

"...some really don't [want to use the computer]. They don't have the time [to learn] either." -Oregon B

Other focus group participants see the Internet as a waste of time.

"Una vez que uno empieza a usar la tecnología, como dice ella, aunque sea hiperactiva, yo también soy hiperactiva. Y sé qué tengo que hacer lo que tengo que hacer, pero también cuando empiezo a leer aquellas cosas que me van interesando a mi como persona, para crecer más, en aprender y todo eso, el tiempo se va rápido,"TRANSLATION: "Once you start to use technology, like she says, even if you are hyperactive, I am also hyperactive. And I know that I have a lot to do what I have to do, but when I start reading those things that I am interested in as a person, to grow more, to learn and all of that, time flys by..." -Washington C

Focus group participants were quick to express concern for those in their communities who are not "into the technology" or on the Internet. This discussion occurred predominantly among Spanish or bilingual focus group participants.

"In my community there's still some people who don't speak very good English and even though you can speak, have it come out in Spanish, yeah or maybe the English is kind of but they're not in to the technology...but yeah so I know some people that can't do it, like they don't use the computer still." -Oregon B

Privacy concerns are a barrier to using the Internet for some focus group participants.

"Anytime you Google something on your home computer, Google knows you and all your information and creates a profile. It's unavoidable." -Oregon A

Willingness to Learn Technology

Spanish focus group participants expressed a great interest in learning to use technology. Participants noted that having the opportunity to access WIC online would encourage them to use the Internet.

"Me encantaría, no sé nada de tecnología yo todavía...No sé nada usar la computadora." TRANSLATION: "I would love it, I don't know anything about technology yet... I don't how to use the computer." -Washington C

"De eso de tecnología yo estoy bien atrasada. No sé casi nada. Yo apenas si sé usar el celular." TRANSLATION: "That about using the technology I am really behind. I don't know almost anything. I barely know how to use the cell phone." -Washington C

"Uno tiene que aprender como… poco a poco." TRANSLATION: "We have to learn how...little by little." -Washington C

Some participants indicated that they are starting to learn technology because of their kids.

"I really don't know how to do things that much. I'm getting into it because I have kids and I need to, I'm going to start some classes." - Washington B

Desire for WIC to Teach Technology Use

In several focus group discussions, the desire for WIC to teach participants how to use new technologies emerged. Specifically, some participants want WIC to offer classes on technology use.

"If you [WIC] could provide a class like you do on nutrition and other things that you can provide a pass for us to learn and you know explain to us a little bit more and actually do it." -Oregon B

Others suggested placing a computer station in the clinic waiting room.

"Or have like a computer station out there." -Oregon B

"Yeah when you come in you use the computer to cover things like that, you know what I mean so you can start out slow like that. Just an idea." -Oregon B

"Yeah, to learn or the people who don't have a computer at home or you know for something then you could have it out there in the office because I always get here ten to fifteen minutes early before my appointment. Or I try to and maybe I can get on there and I don't know some of the apps or like nutrition or any of that." -Oregon B

As one participant explained, there are specific benefits to all WIC participants when some participants begin using technologies with WIC. Specifically, it will be faster for participants who continue to go into the WIC clinic if some participants use the Internet and online technologies with WIC.

"It could be all your people that did know how to do it at home, it would be a lot more beneficial for the people who have to come here or you could get it at home that much faster because there's not going to be that many people. I know like for me it would be easier I could do that than having to do take all the other kids that don't need to come here and you know." -Oregon B

Internet Use with Healthcare Providers

One participant explained that her healthcare provider sends an email with a link that directs her to log in to a page where she can view medical records. This suggests that WIC participants would also be willing to do similar things with WIC if it is relevant and beneficial to them in some way.

"...for my son so I can see all of his medical records right there online." -Washington A

Smartphones

Some focus group participants reported having a Smartphone. One of the main benefits of a Smartphone is the notion that it can do anything.

"I picked smart phone apps [as favorite technology] because kind of like Google you can do anything on this from recipes to directions. I use my smart phone for everything." -Hawaii A

"Just having everything right there is so nice." -Hawaii A

"It's everything in the palm of your hand." -Hawaii B

Participants shared that one major perceived benefit of having a Smartphone is it's ability to function as their computer. For some, this means no longer needing to have Internet access at home, which means one less bill for them to pay.

"My phone is my computer. It's my Internet, email, texting, phone, camera..." -Hawaii B

"I actually cut my Internet because it didn't make sense to have both. Whereas a smart phone, it's so much cheaper. Like if you had a computer, you had to pay electric and Internet when you can just pay your phone bill and you have Internet on there. It's way convenient and cheaper."
-Hawaii A

"I know it's more to pay for a phone, but not having to pay for Internet [at home]. So you're not paying double bills and you'd be able to access it on your phone and you have it with you all the time instead of at home." -Hawaii A

Given that the Smartphone is perceived by participants as a device acts as their "computer", it is not surprising that several expressed feeling that a Smartphone is a necessity, not a luxury, that they can't live without. For example, one participant in the Hawaii B focus group said she would feel "disconnected from the world" without her Smartphone.

"Yeah I can't… honestly I can't live without it now that I have one. I don't know how I survived prior to my iPhone." -Hawaii B

*"...aquí en Estado Unidos (cell phone) también pues si sirve demasiado creo que es tan vital como el carro, son cosas que no es lujo sino necesidad."*TRANSLATION: *...Here in the US (the cell phone) is really useful and I think it is vital like a car, these things are not a luxury but a necessity."* - Washington C

"I mean bank apps, I mean everything. I use it for everything and then it breaks and you have to use an old phone and you're like, oh my God! There's nothing on here, I don't know what to do with myself." -Hawaii B

"My favorite is actually Smartphone app because I live on my phone, and I couldn't deal without the email and the Facebook and all the different things that I can do on my phone. I have like three different email accounts on it, so I wouldn't be able to survive with all the other apps that are also on it." -Guam

Smartphone apps allow participants to multitask, which is perceived as a convenience for those with busy schedules.

"También es bueno porque puedes tener varias aplicaciones abiertas al mismo tiempo. Y puedes estar en una, puedes estar en otra. Puedes tener la aplicación de escuchar música, de ver videos,

mandar textos, te entran las llamadas." TRANSLATION: "It is also good that you can have many applications open at once. You can go from one to another. You can listen to music and watch videos, send texts and still receive calls." -Arizona

"Yo escogí Smartphone, porque puedes estar en el Internet en cualquier lugar. Pues te sirve para todo, usar Facebook, mandar mensajes, todo el tiempo." TRANSLATION: "...I picked Smartphone, because you can go on the Internet anywhere. You can do anything, use Facebook, send messages, all the time." -Arizona

"I picked smart phone apps only because of the convenience, everything's right there and as an army spouse, our schedules are crazy." -Hawaii A

"Yeah it makes it a lot easier." -Hawaii B

The ability to download free Smartphone apps is another perceived benefit of Smartphones. Participants expressed that they are most likely to download free apps. Moreover, some participants have found that the free or "light version" of an app meets their needs.

"I think I'm more likely to sit and download a free app than think about if I want to purchase it or not especially 'cause I've made purchases in the past which were completely horrible." -Hawaii B

"Yeah like a light version. I mean it's the same thing. If you really need the expanded version I mean then I'll buy it but most of the time all the free ones do exactly what you need."

"I don't remember the names either, when you go on the market I go for the popular one, the free ones. So that's how I find it, I don't look at the name." -Hawaii A

Barriers to Smartphone Use

Cost was cited as the main barrier to Smartphone use by focus group participants.

"I don't have a smart phone because my parents pay my phone bill. I'm living off $600 a month so I can't afford to pay for it. Even if there was a WIC technology I still wouldn't get the smart phone because they're paying for it." -Hawaii A

Favorite Smartphone Features and Apps

Focus group participants were asked to talk about their favorite Smartphone features. These include navigation, contact information, FaceTime, calculator, calendar, camera, notifications, and voicemail notes.

The list of favorite apps among focus group participants is extensive, and includes Facebook, online banking, phone books, texting, navigation, search engines, Face-chat, Skype, Party LIte, Internet, email, church app, games, music, Shazam, Gas Buddies, Pandora, Univision, YouTube, Videos, News, Smart People meal planning app, Eat Right America, Woman Log, Intuition, What

to Expect baby name app, calorie counter app, Evite, Picture apps, eBay, Google maps, kid games (Farmland, BabyTV), and recipe apps.

"I just play games. That's all I do." -Oregon A

"Gas buddies, I check the price of the cheapest gas." -Hawaii A

"I use a meal planning app that allows me to keep my grocery list and everything and cross-reference it with my - with like what I'm going to be cooking and stuff for the week." -Alaska

"It [Intuition app] has like shopping lists you could put on there. And it even has like a map tool where you can, you know, put in all of your - the stores that you go to and program the address in. So, you can actually like map out your whole day, and it will tell you like what route, what'd be the best to take to do the whole, you know, errand running so that you're using less gas and less time." -Alaska

"I have kid apps on mine so like right now she has my phone and at home it's more her phone than mine." -Washington A

Parenting Smartphone Apps

Parenting apps including What to Expect When You're Expecting are also popular among focus group participants. Pregnancy apps that provide information about the baby's progress and those that text information to participants are popular.

"I liked that it gave you a lot of information. It actually gives information after you give birth too." -Washington B

"My girlfriend has one where every week it sent her a new wallpaper of what the baby looks like right now and every week, it will send her a text of like what to expect this week. I think that's kind of cool." -Oregon A

CafeMom is a popular app among focus group participants. One participant explained how she uses the app, saying:

"First I like to go on the community and just hear what different people are going through, if they're going through the same thing and then tips and stuff like that." Washington A

A Toddler's Year and iTriage are also used by focus group participants.

"I just go in and I can type in my question and it [iTriage] pulls up different medical links." -Washington A

Baby Gaga and BabyCenter are two other popular Smartphone apps.

"When I was pregnant I would use the BabyCenter and they tell me what I should expect at like three to seven weeks, twenty-three weeks..." -Oregon A

Among Spanish speakers, Univision and Mi bebe y Yo are popular parenting apps.

"..la aplicación de Univisión, porque tiene muchos consejos para mi bebe" TRANSLATION: "The Univision App, because it has a lot of advice for my baby." -Arizona

"En Univisión hay muchas como recetas, las que salen el treinta y tres de Univisión." TRANSLATION: On Univision there are many recipes, the ones they show on channel 33 Univision." -Arizona

Nutrition and Health-Related Smartphone Apps

Focus group participants noted several nutrition and health-related Smartphone apps that they use. These include Google, My Fitness Pal, Map My Run, Fertility app, Tasteofhome.com, Recipe.com, Allrecipes.com, cook.com, Martha Stewart.

"Cuando tengo ganas de comer algo, me meto a la página de Google. Y ya pongo lo que quiero hacer,... y ya aparece automáticamente la receta y la persona le va explicando. "TRANSLATION: "When I want to eat something I just go onto Google. And I put what I want to do,...and I will automatically get a recipe and a person will explain (in a video)." -Arizona

" I use a fertility app. I think it's called like fertilityff.com I wanna say but it's an app as well and I use that 'cause I have hard time getting pregnant. Yeah it's like an ovulation calendar to pretty much just track your monthly cycle." -Hawaii B

"Martha Stewart emails me every day. I'm serious. They send me recipes every day." -Hawaii B

Desire for a WIC Smartphone App

A desire for a WIC Smartphone app emerged during several focus group discussions. Focus group participants expressed that they would like WIC to create an interactive WIC Smartphone app with videos, factual nutrition and breastfeeding-related information, links to relevant information.

"Y seria mas fácil si WIC metiera una aplicación, en Facebook, uno la baja y allí cosas de nutrición para el bebe. Y es una manera de ahorrarnos tiempo." TRANSLATION: "And it would be easier, if WIC would create an application and we could download it, and it could have things like nutrition for babies, that would be a way to save time." -Arizona

In addition, participants want children's games as part of a WIC Smartphone app. One participant volunteered the following idea about a WIC app:

"Seria muy bueno también una aplicación para los niños. Una aplicación que como por medio del juego pero que en medio de ese juego metieran la fruta, la verdura, y todo eso...Unos juegos, que por medio de esos juegos ellos aprendieran a comer nutritivo." TRANSLATION: "It would be great to have an app for kids, an app where they could play and (learn about) fruit and vegetables and all of that."...some games, and by means of those games children could learn about eating healthy." -Arizona

Barcode Scanner and QR Code Reader Use

Focus group participants who use Smartphone apps to scan barcodes and QR codes do so mostly for price comparison shopping and to get information about various products.

"For electronics when I go to the store and I like scan it and see where it's cheaper on Amazon, Ebay." -Oregon A

"I actually scan the actual barcode on like products in the store because not only does it give me a list later of something that I want to buy that I probably don't have the money to buy right now, but it's just really nice I don't have to write it down in the store. It's right there, the exact product and everything. Color, the whole nine. But also online it will give you a list of - it's like price comparison." -Alaska

"It's nice to be able to scan it and then have it go right there, especially on your iPhone. It's like, 'Perfect. Now I'm already on the web site and I can bookmark it and I'm good to go.'" -Alaska

"It was like for fashion and if you scanned it it would tell you what outfit she was wearing and where she got it from and how much. It gives you more detailed information so you don't have to sit there and read the whole page in the magazine. It gives you an option if you want to go into more detail or not." -Hawaii B

One participant explained that she uses a barcode scanner to add nutritional data to a Smartphone weight loss app.

"Being I'm trying to lose weight and get back down to my pre-pregnancy weight I use the barcode scanner for the My Fitness Pal and all I have to do is scan the barcode and all the nutritional information is in there and it keeps track of it." -Hawaii A

Focus group participants noted two benefits of using Smartphone apps to scan barcodes and QR codes: they are fun to use and help participants save time by directing them to the store that has the product of interest.

Regarding frequency of use, only a small portion of focus group participants have ever used barcode scanner and QR code reader Smartphone apps. While some have only tried to scan a barcode or QR code only once, others have never seen and are unfamiliar with QR codes. Many expressed that they would try scanning a QR code at least once out of curiosity.

Although most focus group participants were unsure of what a QR code looks like, a few indicated that they have seen QR codes in magazines and on real estate signs.

"They're also using it a lot for like advertisement, just to get more information. A lot of realtors are starting to use them on their realty signs." -Hawaii A

The need for a Smartphone was the only barrier to using barcode and QR code reader apps noted by focus participants.

> *"You definitely have to buy one [Smartphone]. But not everyone has one." -Oregon B*

Most focus group participants agreed that they would scan a QR code seen on WIC materials (e.g., flyers or brochures) or in the WIC clinic.

Types of Phones Used

Some focus group participants currently use a basic cell phone. Of these, several indicated that they want to upgrade to a Smartphone. One basic cell phone user quipped,

> *"I think everybody thinks their phone is smart." -ITCA*

Although some focus group participants want to upgrade to a Smartphone, the experience of one participant suggests that basic cell phones are no longer available for individuals who do not want to upgrade to a Smartphone.

> *"...when I went to AT&T to get an upgrade they told me there were no basic phones, I kinda had to get a Smartphone. I was kinda upset 'cause I didn't really want to get that." -Washington A*

Regarding the regular telephone, one participant mentioned that the regular telephone and auto-dialers are "obsolete" saying,

> *"...telephone is obsolete. Press 1 if you want to speak to...and press 2 if you want to speak to...and press 3, it's irritating. Nobody wants to call anybody anymore. I don't even want to call anybody anymore." -Hawaii B*

Feeling Overwhelmed by Technology

During the discussion about Smartphones and Smartphone apps, some ITCA focus group participants expressed feeling overwhelmed by "all this technology".

> *"With my phone you can just give me text message, I'll be alright. You give me one of those phones and I'm not sure I'll know what to do." -ITCA*

> *"How do I answer it [Smartphone]?" -ITCA*

In addition to feeling overwhelmed by SmartphoneSmartphone technologies, one participant explained that she does not have the patience to learn "technology stuff" saying,

> *"I don't have the patience to want to learn about that technology stuff. Like a lot of people ask me about Facebook, eh, it's too much. I don't have the patience to learn that stuff." -ITCA*

Video Chat

Focus group participants who use video chat do so to communicate with friends and family. Participants stated that video chats are "fun" to use and that they especially like that it provides immediate communication at no cost to them. Other noted benefits of video chat include the ability

to do so from the convenience of one's home and it that it allows their families who live abroad the opportunity to watch their children grow up without being physically present. Focus group participants explained that they typically use email or a phone call to set up a time to video chat with friends and family.

"It's fun. Like to talk to someone over a video chat." -Oregon B

Several focus group participants noted that video chat is a "direct", "immediate", and "instant" form of communication.

"You can see each other right away. Like if you don't see each other for a year and there's a baby they develop and change and grow so much and their personality and character is growing that you can't keep up with that. It takes a whole plane ticket to go to New York or Vegas or wherever and Skype is here and now you know you can see them developing. A week later it's like wow you already see changes." -Hawaii B

"...le enseñé a usar el chat, el Video Chat y ya no tiene que comprar tarjeta y es directo, es inmediato." TRANSLATION: "...I showed him (husband) how to use video chat and he doesn't have to buy cards, its direct and immediate." -Washington C

"Yo estoy platicando con mi hermano, y él me manda la llamada y ya nada mas le acepto e instantáneamente ya me estoy viendo con él. Y ya me dice, "pásame a mi mama" o "nosotros queremos ver a mi abuelita," cuando hay una fiesta, ahora si invítanos y ya prende la computadora y nosotros ya estamos invitados." TRANSLATION: "I start talking with my brother, and he will send me a call and I accept it and instantly we can see each other. And he will tell me "Let me talk to Mom" or we will say "we want to see grandma", when there is a party, we tell him to invite us and he will start his computer and we are invited." -Arizona

Video Chat Brings Families Together

Video chat brings focus group participants' families together during some very important life moments. Two participants shared how they used video chat to share very special events --a child's birth and a wedding-- with family who live far away.

"...to me it [video chat] goes more personal than that because I moved here and I was by myself with just my boyfriend and his family. So I didn't have any of my family while I was pregnant so it got me through all of that process to chat with my family in Vegas, with all my sisters, my dad...and then when I went into labor they were like there on Google with me. So the hospital gave us Wi-Fi and I brought my laptop and ended up doing it there so they didn't miss out on any part of my pregnancy, not even the birth. So basically they were able to stay connected the whole time."
-Hawaii B

"Pues la verdad, la tecnología es maravillosa. En una ocasión se caso una prima y sus papás no podían estar aquí y dos de los hermanos vinieron y los otros no podían. Estaba toda la fiesta y todo, y luego colocaron una computadora que se miraba todo y se reunieron allá en una casa y ellos podían estar allá en la boda y nosotros aquí los podíamos estar viendo." TRANSLATION: "Well to say the truth, technology is wonderful. One time a cousin of mine got married and her parents and other siblings could not be there, only two of her brothers. The party and everything

was going on and they set up a computer that could see everything and they all got together in a house and that is how they were able to be at the wedding and we could see them." -Arizona

Video chats also help to bring military families closer together whether they are deployed or stationed far away from family and friends.

"I picked video chats because being in the military, being very far from home, it's helped change my life, make me feel less homesick I think." -Hawaii A

"I use it every day. That's how I keep in contact with my husband. He's in Afghanistan." -Alaska

"I picked video chat because I get to see my family back there that I haven't seen in a long time. So it helps improve my life." -Guam

"You can see a face; my husband can see [baby]." -Hawaii B

"Being like from a military family you know when my husband deploys that's the only way that we have contact with him 'cause he can't like carry a cell phone with him so we Skype quite a bit and it's free." -Hawaii B

"...when they got home [from deployment] the kids knew who the faces were so it didn't take long for them to bond which is really helpful." -Hawaii B

"I video chat with my sister because she's in the military, so yes, it helps me know that she's still there." -Guam

Video chat helps focus group participants communicate with family living in Mexico. As one participant explained,

"I use it to communicate with my family in Mexico and sometimes it works good and I get to see them and they get to see my kids live...sometimes I just grab the phone and you know just look at them, run around or hear them talking but at least I get to see them, you know because a picture is different but you get to see like things and they're like oh Dad used to do that when they was there. I think for me because see my kids live, see how they're doing and they get to see their grandparents too. Not just a picture." -Oregon B

How Video Chat is Used

Two focus group participants reported using video chat for online classes and chats with professors at school.

"I actually use it for school. I have classes that...we have to actually go online and participate just like this in a classroom setting. So, that's the only time I use it." -Alaska

"I've also done it in college. Like they'll have classes online and you go online and video chat with the professor." -Hawaii A

Video chat is commonly used to communicate with family who live far away.

"I have an uncle in Florida, my uncle, my aunt and my cousin and they hook it up to the laptop and the camera's right there and they listen and coo and smile and you know." -Oregon A

"I use Skype just to talk with my family back home, and then they can see my kids. They can talk to grandma and grandpa." -Alaska

Video chat helps one focus group participant's husband see his family that he has not been with in many years.

"Well my husband he gets in contact with his mom, he hasn't seen her in about ten years so he Skypes with her and I just like looking at the screen to see what she looks like." -Oregon A

Focus group participants use video chat through various devices including Smartphones, computers and different programs and apps such as Skype, Facebook, Messenger, and FaceTime. Video chat is definitely an emerging technology used among focus group participants and Skype is the most commonly used video chat program.

"I just realized my phone has a little camera in the front of the touch screen and I started Skyping from my phone. I thought is was some light telling me when I had a text message but I just realized it has a camera." -Oregon A

"Para video chat uso el messenger." TRANSLATION: *"To video chat I use messanger."* -Arizona

"Yo estoy en Facebook, y así es como el me manda la llamada. Anteriormente era por el correo de Hotmail pero ya ahora no, ahora es por Facebook. Antes se me complicaba, entonces ahorita en Facebook es mucho más rápido porque solo me manda la llamada, le doy aceptar y ya. Luego, luego entra." TRANSLATION: *"I am on Facebook, and that is how he sets up the call. Before we used to use Hotmail but now we don't, now we use Facebook. Before it use to be complicated, now through Facebook it is much faster because he will send me the call, I accept it and that's it. It goes through right away."* -Arizona

Frequency of Video Chat Use

The frequency of video chat varied among focus group participants. Several have only used video chat once, whereas others use it to communicate on a daily basis. Some have never used video chat, but were interested in trying it. One focus group participant explained that if her family did not live so close together on the reservation she would want to use video chat to communicate with them.

"...we [friend who lives far away] just Skype all the time" -Washington A

"I always wanted to try it but never did." -Hawaii B

"It would be understandable if you have family you can't drive to see. Probably like that. I would probably would want to do that if my grandma is far distance but everybody is just right there."
-ITCA

Video Chat with Healthcare Providers

None of the focus group participants have used video chat to communicate with any type of healthcare provider. One focus group participant noted that a friend of hers used video chat to communicate with a counselor. Moreover, doing the counseling sessions from the privacy of her home was a noted benefit.

"Yeah, she liked it a lot better because there's like a stigma with counseling so she could do it right from the home and do it that way." -Hawaii A

Several focus group participants indicated that it would be "very, very helpful" to use video chat to communicate with their healthcare providers. Representative responses from participants follow.

"[Video chat with healthcare provider would be] Super, super helpful. Very, very helpful." -Oregon A

"I think that would be great. My kid with cerebral palsy used to have seizures and sometimes when you go to the doctors or the clinics you need to explain the situation and they, they don't know, they don't get the idea of how the child was and I think when you call the doctor or call the clinics and right away they can, you can put it into video chat on the computer, they can see the situation so you don't have to explain so much for them to understand." -Oregon B

"[video chat]...over the computer or whatever. So that would actually be kind of helpful if I could, if that was an option." -Washington A

Video Chat with WIC

Several focus group participants expressed that communicating with WIC via video chat would be "very convenient".

"I think that would be really convenient actually as far as just getting to places, it takes so much more time to do stuff. Especially when you're a parent and you have more than one child. You have to get up earlier, pack everything up. It takes a lot more time and you forget things. It's very convenient and everything is right there. You're on video chat, you don't have to go out, pack everything up. It's a time saver." -Hawaii A

"It would be cool if you don't have a car to drive you." -Washington B

"It would be nice to do the actual appointments over that [video chat]." -Washington B

Although it might be "weird" at first, focus group participants said that they would get used to using video chat.

"It's so weird to talk to a screen, but once you get used to it, you would be able to use it." -ITCA

Some focus group participants explained that they would like to use video chat with WIC for their nutrition education.

"Seria muy bueno. Sería muy, muy bueno. Si WIC tuviera un programa, por ejemplo, de nutrición que uno pudiera hacerlo por medio de la video llamada." TRANSLATION: "It would be really, really good. If WIC could have a nutrition program, for example, and we could do it over video chat."
-Arizona

Several focus group participants explained why they would like to see WIC use video chat to provide breastfeeding advice.

"...it's kind of hard to move when your breast-feeding or you know when you're trying to take care of your kid it would be a lot easier to sit in front of your computer and let your other one be wherever they are and you just sit in front of your camera, you know, in front of your computer and talk to them for a few minutes and work that out." -Oregon A

"I think that would be convenient just talking to the lactation consultant. I'm here like a lot. I always have questions for the lactation person. So if I could set up a time for a video chat and ask her, it's more personal like that. You can always call and ask on the phone but like one on one, I like that comfort and reassurance. So I think if you could video chat, it would be like being there one on one in person without the hassle of traffic and getting everybody in the car and being on time."
-Hawaii A

"Una cosa, perdona que te interrumpa. Por ejemplo, cuando estas amamantando, a veces de repente pasa algo y no sabes, si estará correcto y puedes comunicarte con alguien y allí seria excelente. Y allí te dirían, "no hazlo así" o algo." TRANSLATION:"One thing, I am sorry to interrupt. For example, when you are breastfeeding, sometimes things happen and you don't know, if it is correct and you could communicate with somebody (through a video chat) and that would be excellent. And they could tell you "No, do it this way" or something." -Arizona

"...sometimes you're making midnight calls, you know, or something to the lactation educator. And they're not going to, you know, get in their car and drive over to your house. You're not going to try to drive over to them. So, sometimes maybe it would be beneficial just to have them help show how to latch or, you know, just any kind of support that they can give as if you were - as if they were there." -Alaska

"I was breastfeeding when I came home [from the hospital]. They gave me a phone number to call when I left the hospital so I just used the number and called and asked them questions about what I was going through. he phone call itself was helpful and them telling me what I needed to do was helpful. If I was able to see them and I guess be more participatory in what they were showing me, it would have been a lot better than me just doing it all on my own, listening through the phone. You would have been able to see what they're showing you how to do. How to take care of yourself, they're showing you how to do it instead of them telling you and you're trying to figure it out on your own." -ITCA

"You have to keep asking and asking and if they're right in front of you or on video chat, they can just show you and you're like okay I understand. I can do that." -ITCA

Two focus group participants expressed that they would feel more comfortable using video chat with WIC staff if they had the opportunity to meet the staff member in person before using this technology.

"At first probably not. I would want to get used to my worker first and get comfortable and then take it step by step from there. Yeah, I wouldn't like my first visit have it be over computer." -ITCA

"It's always better to get to know a person face to face then to be on the Internet or something else." -ITCA

The ITCA focus group site has a video camera that can be used in situations where the RD is unavailable to travel to the clinic. One focus group participant stated that she would be willing to use video chat from the clinic in the event that the RD was not at the clinic.

"We have one here [video camera], but we haven't really used it. [It's] mostly for the registered dietician when she's not able to come out but she needs to meet with one of the clients. So we do have one here." -ITCA

"I wouldn't mind [going to clinic to video chat with an RD], yeah, if they had more or new information I needed to hear. I would be here. I would find my way over here, yeah." -ITCA

Focus group participants mentioned many advantages of using video chat with WIC. Video chat would be especially helpful for new moms, in bad weather, for moms with premature infants, and when transportation to the clinic is unavailable.

"As an example with the WIC here, I had a nurse from here coming to my house every week cause my son was premature so it would probably have been more convenient sometimes if you know she was able to do it on the computer or if I needed her instead of you know like she came in yesterday but I needed to talk to her about something else and if that were an option." -Oregon A

"Yeah, my son was 2 months premature so I didn't ever want to leave." -Oregon A

"He was tiny and it was cold so that would be very helpful." -Oregon A

"Like when she was born I only had a pick up truck and I couldn't put her and my son in there so it would probably would have been nice if I could have stuck with my nurse instead of taking her and risking myself out there with the cops. Kids in a pick up wouldn't be too good." -Oregon A

Other noted benefits of using video chat to communicate with WIC staff is that of saving participants money for gas and baby sitters, saving time, and the option of having a WIC appointment without needing to be there in person. Participants suggest establishing a mutually convenient time to video chat with a WIC staff member.

"Well I haven't heard of that [online nutrition education] so if I had known a year ago I probably would have done that. If you could save me like three hours for the nutrition class and whatnot I would have definitely done that and I still would if it was still available." -Hawaii B

"One of the things that I find is that you can actually, the nurse or whoever's going to help you to actually see you and see the baby without you actually your being there in front of them cause one thing that talking on the phone and another thing is oh, you're doing that wrong or he's not sitting up straight or try this." -Oregon A

Participants expressed interest in participating in WIC classes online via video chat, noting that it "would be great" and "easier than in person". One theme mentioned was 'convenience.'

"You can also do it like in your convenience which I think is, since we all have kids you know, that's why we're here, you can watch it when the kids are in bed and not crawling on you and screaming for you which is very infrequent with an active child." -Hawaii B

Some do not want online classes to be held at an established time and would prefer having pre-recorded classes available. Pre-recorded classes that are taught by a WIC staff member are preferred over the participant reading class material on their own.

"...if scheduling a time could be around like a nap time that is during the day then that's feasible for me at least. If it's something where I have to like be on there at 9:00 am it's probably not gonna happen." -Hawaii B

"What about like a set webinar thing where you just click on it and it's at your convenience then? I mean I understand that you don't exactly know if the person's watching it or anything like that but it would be easier." -Hawaii B

"I would be more interested if it was a prerecorded video with someone like teaching a class versus reading. I'm more visual and I like seeing people talking, I learn better that way." Hawaii B

Suggestions were offered to ensure that participants did view online classes. Ideas included follow-up questionnaires and an automated test.

"You can have questionnaires." -Hawaii B

"It'd be like a class you know where you are given a video, you have to login with a certain login and password, like you're given a WIC one...Yeah and then you go on, you watch it for however how long and then at the end you get a questionnaire, you fail it, you have to... it's mandatory you have to come in to watch it or whatnot until you pass the test." -Hawaii B

Focus group participants provided topics for interactive WIC video chat discussion. These included: picky eaters, exercise classes for parent and child, and weight loss for mothers, healthy eating, feeding babies, and healthy recipes.

"...if it's maybe a nutrition class that could be helpful 'cause my child doesn't like to eat anything so you know then you can ask other parents for advice." -Hawaii B

"I think maybe like an exercise for a child or a mother because with obesity in children like that's kind of a big issue right now." -Hawaii B

"…but also for the mothers, I mean we gain all this weight through our pregnancy and we would like to figure out how to lose it." -Hawaii B

"...we read books, we read stuff online but sometimes what she's experiencing is something that I want to experience. It's working for her maybe I want to try it. Sometimes what I'm doing is not what they're trying so it's vice versa which it's good for interaction. And experience is better from their point of view than reading something online and seeing there's no statistic or somebody's saying that they have tried it." -Hawaii B

"A mi me gustaría para aprender uno a comer saludable." TRANSLATION: "I would like to learn how to eat healthy." -Arizona

"También para la alimentación de los bebes." TRANSLATION: "Also how to feed babies." -Arizona

Potential Challenges of Video Chat

Some focus group participants expressed concern about participating in video chats with WIC or their healthcare provider. For some it is "too weird" for others video chat lacks the intimacy of in-person contact, and for others it will be difficult to interact with other WIC participants if the topic is not relevant. Concerns about privacy and lack of intimacy with WIC staff or healthcare providers were particularly important to focus group participants in Hawaii and ITCA.

"I think it's too weird. I don't know, watching the other person is like you don't know what to say to them, it's like talking on the phone. You have to sit there and look at each other." -ITCA

"I think that's personal you know. It's more one-on-one. …you want to see someone's expression. You know when you're talking to your doctor about whatever issue is going on…" -Hawaii B

"...if it's like you know a breastfeeding class, personally I don't see how it would benefit me to talk to other women unless it was like a support group for women who are having a hard time you know being able to fall in the schedule and the pattern to breastfeed but I have hard time interacting with people if I don't need the interaction." -Hawaii B

Privacy during video chat is of great concern for focus group participants. In particular, several individuals noted concern that others could be in the background watching the video. Other focus group participants noted that they would be concerned that they would not be communicating with the right staff member.

"…yeah it's not just privacy though but it's the intimacy of being able to… and know that nobody else is in the room and see the reaction and know that your doctor's not lying to you. I mean on video it hides so much expression and hides so much. No it's just too personal." -Hawaii B

"...you don't know who else is in the room especially like a breastfeeding issue, it's kind of personal. I mean if you need help you know showing… do you know what I mean? You don't know who's there watching the video." -Hawaii B

"I think I'm more traditional like I would rather go see my healthcare provider and talk to them face-to-face because then I know that nobody else is around, I'm actually speaking…" -Hawaii B

"I like being in a closed room where it's just one-on-one and it's intimate." -Hawaii B

One focus group participant noted that video chat also violates privacy at home, saying:

"And I think for one-on-one too, like a personal interact with your healthcare provider or the WIC coordinator versus you calling or chatting from home it violates your privacy too at home. Like somebody walks in, there's somebody calling you, texting you while you're on the video teleconference. So I don't know like I'm asking someone on chat my personal question or a question regards to the health or whatever and somebody walks in I'm like oh versus being there with them in the room. It's complete privacy, nobody's bothering you, it's just focused on that particular subject." -Hawaii B

Concern was also expressed that a video chat with WIC or a healthcare provider would be hacked.

"I mean we come here [WIC] and talk about income. That's not something I would like everybody on the Internet to find and people can hack you when you're on Skype and watch you with your conversations. Like that kind of freaks me out." -Hawaii B

Even when given the option to video chat with an RD who cannot drive out to the participants' remote clinic location, one participant said she would rather drive to another city to see the RD in person, saying:

"I would just drive over and visit them." -ITCA

For one participant, receiving breastfeeding information from a WIC staff member is awkward. She would prefer to receive breastfeeding information from her family.

"I don't know, I'm like older than her [sister in focus group] and me and my kids, like I went to my grandma or my mom and I got information from them. While she had her son I wasn't available for her to get information for me. I'm not the best person to get information from but I wasn't there when she was breastfeeding me. For me personally I wouldn't like it, like everything I teach my kids I got it from my grandma and mom. That's the way I live. And I think it's kind of, I don't know, I just wouldn't like it. Like even when I was breastfeeding and I would see the lady, like I felt awkward there. Yeah they know my body. They know what I go through daily and these people see you like once in a while. They [WIC] don't know what I go through or how my body works and my family does. So for me personally I wouldn't…the only thing I would like about that is like visiting during holidays with family far away. But my family's all here." -ITCA

One focus group participant was concerned about missing out on handouts and weigh-ins if they use video chat with WIC. Suggestions for dealing with this were offered and include providing the information on a website or emailing the handouts to participants.

"The only drawback I see is if there were like resources like paper wise, or pamphlets they give you or picking up your checks and stuff. That's the only drawback, you know. Signing for them and getting your weight check or the baby's weight. That's the only thing…" -Hawaii A

"And as far as the pamphlets I think as far as that, it would be a good idea to have some of that on a website they would have, so you know the information. So if you weren't able to come down here and you had questions, I mean or it wasn't available you could look and check it out."-Hawaii A

"Or maybe the information be emailed to you." -Hawaii A

Barriers to Video Chat

Barriers to using video chat include having a poor Internet connection. Bad weather was noted as a cause for poor Internet connection in Alaska. Others simply do not know how to use video chat or are unfamiliar with technology in general.

"I have satellite Internet so it is about a tenth of the speed...so there's the things I miss out on when I want to get on it...Internet's too slow so if I'm watching a video on YouTube I usually push play and pause it and wait for a while and then I'm able to watch and sometimes it catches up so, I've never really tried much with the web cam video chats and stuff because of the frustration with the speed of my Internet that I haven't even bothered." -Oregon A

"Well, usually if there's bad weather it means there's no Internet connection either." -Alaska

"I don't really use the webcam or chat, because here the connection is kind of slow." -Alaska

"We're on the res [reservation], I don't think people know about that." -ITCA

Twitter

Most focus group participants have never used Twitter - some because they "don't know how to use it." Others have tried to use Twitter, but don't understand it.

"I don't use it because I don't know how to use it." -Oregon A

"La verdad yo intente abrir la pagina y no le entendí a nada." TRANSLATION: "The truth is I tried to open the page and I couldn't understand it." -Arizona

Those focus group participants who use Twitter do so to follow celebrities and share photos.

"Solo para ver a Paulina Rubio" TRANSLATION: "Only to see Paulina Rubio." -Arizona

"I'm driving to the store now or I'm just bored now so I'm texting on the phone. Or like Ashton Kutcher, celebrities, that's all they do constantly update their Twittter." -Oregon A

"Yo creo que eso es mas para la gente que les gustan los artistas. Seguir mas a los artistas. Yo tengo esa idea." TRANSLATION: "I think that it is more for people who like celebrities. To follow celebrities. I have that idea." -Arizona

"Or pictures. Like I can snap a picture and uploaded it, this is what I did the one thing. I snapped a picture and loaded it up on my Twitter and the few friends of mine who have it all were like it's so cute cause they got an alert that I did something like updated a photo and it went to my photo and they said whatever they wanted." -Oregon A

Twitter with WIC

Focus group participants shared ideas for how WIC can utilize Twitter.

"I can see how it would be very helpful like a class like this tonight if there were people that wanted to join on it but weren't able to like the highlighted topics and people could join in on the discussion. It might make for something interesting. I would join." -Oregon A

One focus group participant suggested that WIC participants could use Twitter as a way to participate in WIC classes remotely, saying:

"Like if there's a class going on here and you're unavailable to go you know if there's somebody here like giving the keynotes of what's going on, you could put your input in and join in without being here." -Oregon A

A non-Twitter user who knows that Twitter and Facebook accounts can be linked suggested that WIC could link a Facebook page and Twitter account to send out updates.

"I mean I'm not a Twitter person but there are people who like follow everything on Twitter so I mean either/or and you can link the two now so that your Twitter account reflects your Facebook and vice versa so it's easier I guess to manage." -Hawaii B

The only potential challenge of Twitter noted is the constant updates received from others.

"It's the hardest thing to get off my phone though because when I did I added it to my phone to the five people that I was following and every time they would do something, my phone would go off and there are some people that upload, update their Twitter like every five minutes." -Oregon A

Instant Messaging

Although focus group participants were not specifically asked about instant messaging, it came up in several focus group discussions. Not all focus group participants use instant messaging to communicate, but those who do indicated that they use it to communicate with others who are at work. Gmail chat is used by some for instant messaging.

"Yo pienso que ya, paso de moda. Ya salió el Facebook y puedes mandar esos mensajes."
TRANSLATION: "I think that (Instant Messaging) is out. Now there is Facebook and you can send those messages." -Arizona

Instant messaging was suggested as a good way to reduce hold times when calling the WIC clinic. Focus group participants like the idea of being able to send quick questions to WIC via instant message, rather than calling in and waiting on hold to speak to a WIC staff member.

"Also doing not just that video chat but the online chat where you can ask a question and get a response back. Sometimes you have to wait five minutes to talk." -Oregon B

"If you just have a quick question and don't want to be put on hold for ten minutes to ask it, you just type it in and get an answer right away." -Oregon B

Google

When asked if there are any other technologies that participants use, one focus group participant mentioned that she prefers Google over Facebook, saying:

"I noticed you guys didn't have Google, but I would have picked Google over Facebook because I Google everything." -Hawaii A

Visualization Activity

Participants were taken through a visualization activity in an effort to learn how they envision communicating with WIC in the future. It is important to note that the ideas and themes described in this section are those that emerged from the focus group participants prior to hearing about or seeing any visuals of future WIC technologies.

Email

Some focus group participants would like to receive appointment reminders, nutrition information, and WIC vouchers via email.

"Ahora usted preguntó cómo nos gustaría recibir la información sobre nutrición. Ahora, a mí me parecería muy bien si lo mandaran a través de e-mail"TRANSLATION: "Now, you asked us how we would like to get our nutrition information. Now I think it would be really good if they could send it via email." -Washington C

"It's hard for me to come here you know once a month and just with a younger daughter and I have a son it would just be easier for me to via email to maybe I don't know get my coupons if I needed to come in for an appointment every other month or something like that but not to have to come in all the time. Somehow being able to print out coupons or…I don't know." -Washington A

Text Message

Receiving WIC appointment reminders via text message was mentioned in most focus group visualization activities. It was often noted that text message appointment reminders will prevent participants from forgetting their WIC appointment.

"I think the appointment, that's a big issue for me because I always forget. Like my appointment scheduled date. I'll come like the date after or two days after. I think that would be helpful. A simple text, your appointment's at this time today. Instead of having to look for my folder and think when's my appointment? And I'm a day late. Every time my appointment comes up, that's the problem. I'm a day late or I forget and have to look through my folder. So that would be very helpful, just a simple text, hey, this is when it is, what time it is." -ITCA

"....pero a veces, no puedo contestar. Y a veces, no dejan mensaje. Y una vez me perdí una cita así. Entonces para mí sería que me dejaran un texto. " TRANSLATION: "...but sometimes I can not answer...And sometimes they will leave a message, sometimes they won't. One time I lost my appointment that way. So for me it would be that they leave me a text message." -Washington C

"I do want a site that text messaging will let me know you know my appointments. I'm in to that." - Oregon B

Text message appointment reminders will be particularly helpful to those living in Alaskan villages where access to computers and the Internet is not possible.

"I think texting would be good for like in the villages, because some villages don't have Internet or computers. Or even through the mail, but it takes long." -Alaska

Appointment Scheduling

Online appointment scheduling emerged as a desired technology from several focus group participants during the visualization activity.

"You could go to a website and you can 'cause my husband used to go to Group Health and he can say okay I need an appointment for this day, this time would work best for me and they could call him and say okay this is what we have or they could email him back and say this is what we have, which one works best for you?" -Washington A

"...if you can schedule your appointments online because I know I hate being on hold for like 15-20 minutes just to schedule an appointment that takes me 2 minutes to schedule. So you can schedule it online and that would be so much easier." -Oregon B

"The scheduling thing it'd be easy if there was um like if you can go on to like the WIC website and then you'd see a calendar like these are the available times we have…the times we have available for appointments, do you want to click one and then sign in so they know it's you scheduling the appointment. So that'd be easier so we could see what times so we can compare it with like our calendar to see." -Washington A

"Like I do that for the hospital when I go to my appointments and things like that, they send me some things that I can fill out there and I preregister for the hospital when I go into labor in March.

So I've got that taken care of and also have some forms to do but I have most of it done already. So that would be the latest." -Oregon B

One focus group participant explained a desire for a Smartphone app that would allow WIC participants to schedule and cancel appointments, saying:

"Maybe an app that was where you could cancel appointments, set up appointments instead of calling." -Oregon A

Recipe Smartphone App

A recipe app for Smartphones also emerged from participants during the visualization activity. Specifically, participants want a recipe app that suggests creative ways to use WIC foods, including making baby food. Importantly, focus group participants want to have the option to access recipes online and on their Smartphone.

"Some kind of app that had recipes that you cook with the food that you get with some ideas on how to use them in creative ways, I guess. More than just the same vegetable every day like maybe give you recipes. Kid-friendly especially for using broccoli or all those many beans you get."
-Oregon A

"How many different things can you do with beans and rice? Or how do you cook the brown rice so that it tastes good?" -Oregon A

WIC Smartphone App

Prior to viewing the mockups of potential WIC technologies, the idea for a WIC Smartphone app emerged from focus group participants. Some expressed a desire for a general app for WIC while others provided specific ideas for how want the app to work and features they want in the app. Importantly, some of these ideas came from those who do not own a Smartphone. Representative responses from focus group participants follow.

"I'd say simplicity in communication. It'd be awesome for there to be an app, like banking you log in your WIC number. You can check your appointment. There's nutritional information. Every time I come here, it's to find out how my son is growing. They print it out for you and everything but it gets lost. I'd like to be able to get online, get a growth chart. I know they told me but I got to look at it again. I need to see it for it to be concrete [to see child is eating enough, growing]." -Hawaii A

"Maybe just an app in general that would have recipes and contact with you know that kind of thing. Like if you could just go to your web app and there's like the recipe tab, the contact office tab." -Oregon A

"if you needed to cancel or reschedule, you know you could, they'd still alert you about the appointment but it's just an easier way or if there's some new class available because you have different classes or where a new class online that invites you to the online class, if you were able to do that from your phone." -Oregon A

"You know what'd be cool is to have an app - not that I have a Smartphone or anything - but to have an app with the list of foods that you can get from the WIC. Because carrying that paper around, sometimes you're sitting there like, "What can I get? You know, is this OK?" I've done that. Like, you know, the bread was a big thing. It was I think 18 ounces - or some - I don't know. It was always so - it was a different size of bread that I was supposed to get from - and I would always pick the wrong bread up. And it was just - or what kind of cereal, you know? I always try to get the same things all the time just because I'm trying, you know, not to, you know, make the mistake of getting something wrong." -Alaska

One focus group participant explained that she would like a WIC Smartphone app that allows her to access all of her WIC information, saying:

"My first child, I'm really religious on breastfeeding. I breastfed her for a year and a half, just straight breastfed. I was pretty good at it, every two hours and pump. It was craziness. This second child, not too much. I think as you go on, you're less inclined to do things that are harder to do especially when you have more than one child. My daughter was always high growth in everything, always above average. This one is literally in the 45% percentile. She's really tiny. I felt like I wasn't producing enough milk and I really hate I had to give her formula, I'm really religious about it. Because I see kids and she's like half their size. It would be nice to be able to keep that. And like have an account like online banking. Put your account number and everything's there. I think as far as a page for yourself you can sign on and check your status." -Hawaii A

Authorized Food List with Pictures

WIC participants who have difficulty reading or cannot read would benefit from having an authorized food list with pictures available to use when grocery shopping.

"Probably the information and the updated items they do have. For me I would like to see pictures. I can't read something, I have a hard time now when I go to the store and I have to take her with me when I go because I'm like, some of the workers are real rude, like we don't know. Yeah I would say to update pictures but then they change brands or the thing all the time. But like I don't know, the pictures help me a lot. Sometimes when we get over there they're like we don't know. Well that's what's on here and it's what you got on your sign. We kind of get frustrated." -ITCA

Games for Kids

The idea for a computer game to help children learn about healthy eating emerged from one focus group participant who said,

"La mayoría de las mamas...que es batalla con los niños para comer frutas y verduras... ella dijo me dio una idea así, muy buena, así que mandar, como los niños usan mucho la computadora desde pequeños, mandar así como juegos, así que de esa manera lo vallan teniendo en su mente y aprendan de esa manera a comer. " TRANSLATION: "Most moms...have difficulty feeding their children fruits and vegetables....She gave me a great idea, send children that use computer a lot, since they are little, send them games, that way they can start having in their mind and learn about that way of eating." -Arizona

WIC Facebook Page

Ideas for a WIC Facebook page and the various ways in which a WIC Facebook page could be used to help WIC participants and promote the WIC program emerged during the visualization

activity. In addition, one focus group participant noted that information provided on a WIC Facebook page would also be useful information for those who do not currently qualify for WIC.

"Facebook - it would be nice just to have daily postings of general information. Like, just tips on nutrition, things like that. I think Facebook would be a good platform for e-mail communication as well." -Alaska

"I think it would be kind of cool to have a Facebook with daily tips, especially breast feeding support. I think that that would be a huge thing to have." -Alaska

"I think the Facebook thing would be awesome. It would also raise awareness, and it would help people who maybe don't qualify for WIC to get that breastfeeding support and stuff, because there's a lot of people that don't know much about it." -Alaska

One focus group participant explained that the current WIC website is "not helpful" and that Facebook or a "special website for WIC" would be "very helpful", saying:

"I think Facebook would be very, very helpful and maybe not even…maybe just a special website for WIC 'cause when you go to the website now I don't know…it's not helpful." -Washington A

One focus group participant wants a WIC Facebook page to serve as a platform where those in the community can ask each other questions and provide advice.

"And even a platform to like even type a question. "Hey, I have this three year old that just will not eat, blah blah blah. Does anybody else have this problem?" and then people can respond. You know, other mother moms or people that belong to the WIC site or whatever, and they can actually put their - like a little community of advice or, "Hey, I went through the same thing with my four year old and we tried this and it worked really well." Or even like a parenting type question, I think that would be great." -Alaska

A WIC Facebook group to share information about local farmer's markets and "seminars for breastfeeding" emerged from one participant who stated,

"I think that if there would be like a group on Facebook for WIC, then that'd be good. Like just to tell us when the Farmer's Market sales are and just when workshops are and the seminars for breast feeding and everything." -Guam

WIC Website

Ideas and suggestions for WIC websites emerged during several focus groups. Detailed explanations of what the WIC website would look like and how it would function were provided by several focus group participants. For example, one focus group participant suggested that a WIC website could provide links to local sales on WIC foods in order to save the program money.

"Like in the margin I think that…I mean I think it'll also be kind of cool if you can login and have your…I would definitely have a WIC account, I would definitely make my username and password so I can log in and get information and help and then on top of that like maybe in the left margin…if

they could make like services for young moms and certain stuff 'cause when you do come to appointments they'll tell you what's your situation like, I have this help, I have that help. But if it was on the website to where you had your certain profile and you could send a question to and they can either email back to you or give you a call back with the answer or something like that 'cause sometimes they have places where you can instant message people like there's like an online tech person or whatever, like they just answer…you send it through like as an instant message and it comes back as an instant message. It'd be a lot faster to get questions answered." -Washington A

"When I visualize, I just saw the website. Just a simple, you know. Five tabs or something that you can easily find recipes, you can easily find information about breastfeeding, you can easily find information about changing your appointments, a forum. I saw like 'WIC' and then a whole bunch of fruits and vegetables." -Oregon A

"Create an account online...creating an account - to see everything online. To see like what - they set appointments, and what we're actually receiving - what kind of benefits we're actually receiving and stuff like that...Maybe appointments. Maybe like what we need before we come in for screening." -Guam

"...appointment date (access) recipes, alerts...or signing up for classes if we want to take them." -Guam

Some would like to have their questions answered via a WIC website.

"Una conexión directa, cualquier duda que tenga uno, de alimentación, poderla hacer y que nos puedan responder."TRANSLATION: "Have a direct connection for any questions we might have about feeding, let us ask the question and you give us the answer." -Arizona

A WIC website that participants can go to for information on specific WIC-related topics such as breastfeeding is desired by one participant who stated,

"Yeah, or even information because like with my first son, I was bleeding. I was panicking. I was breastfeeding and I was bleeding. I didn't even know if I could breastfeed him when I'm bleeding. I know that's good for him. So I had no information on that. A lot of times they're busy. WIC is busy. I don't want to bother anybody. So have a website online for me to look would be good." -Hawaii A

One focus group participant noted that privacy is one benefit of signing up for WIC classes through a WIC website. In the future, this participant would like to link future WIC EBT card numbers to her WIC website account.

"Like when they have the classes like the breastfeeding classes or like different classes that they have here at WIC instead of having to come here and tell them or ask us if we want to do it, we can just sign up for ourselves online, so we have more privacy with that. And with the card - if there is a card, if there will ever be a card, we can just like punch in the numbers from our card to do all that." -Guam

Ideas for WIC website logins were provided by one participant.

"I think if WIC does a website maybe they could have an ID or whatever they use for their accounts, personal information, by last name. Well you really can't do last name, well you might open someone else if you have the same last name, some kind of ID." -ITCA

A WIC website that provides a way for participants to complete their paperwork online was noted by one focus group participant.

"If there is some way of registering you know you have to come in and bring all the paperwork to make it easier where you could fax it over or have some type of email where we can send it on so we don't have to wait as mom out there in the waiting room." -Oregon A

WIC Social Media Site

A Spanish-speaking focus group participant believes that in the future WIC will have a social media site that contains participants' information and is accessed via a special "code" given when individuals join WIC.

"Pues yo pienso que mas adelante va a ver otra pagina como Facebook, o a lo mejor otra página que van a manejar ellos, un negocio, pero al momento de inscribirme a WIC, ellos me van a decir, esta es la pagina, este es tu código para entrar a tu pagina directa y allí ya tenga toda la información mía." TRANSLATION: "Well, I think in the future there will be a page like Facebook, or maybe another page that they (WIC) will manage, a business, but when I apply for WIC, they are going to tell me, here is the page, this is your code to enter the page directly and there they will have all my information." -Arizona

WIC App

One Alaska focus group participant explained that she would like a WIC app that has WIC social media for those not on Facebook, email, and the ability to track WIC checks, saying:

"...the apps and the Facebook and the e-mail would be beneficial to people that don't do the Facebook or, you know, had an iPhone. At least - especially when you get the newsletters, because to me a lot of paper is just too messy or I lose it. You know, just to have it on the - at my computer, on my desk and pull it up would be awesome just to - instead of having all that paperwork and stuff. Sometimes it's even hard to keep track of the checks alone, you know? Then to have all the other paperwork to go with it. Also, you know, to start filling out the applications online, too, and having them sent in so you don't have to." -Alaska

One-On-)ne WIC Consultations Online

One focus group participant envisions having a "one-on-one conversation online" with WIC staff in the future. As she explains, this would prevent her from missing work to go in and talk with WIC staff.

"'Cause, I mean I know we come here. I know we have to patiently wait, but sometimes it takes a while, so sometimes our children - sometimes I do bring my child or sometimes I do miss work, I miss a couple of hours, and that's why I think it's also good to have it the one-on-one conversation online." -Guam

Video Chat Appointments

Video chat appointments would be helpful to WIC participants who have transportation issues, particularly in bad weather.

"A video chat thing...maybe that's how we can do appointments. Probably easier for the moms or parents. But like me, my car's broken so I take the bus with four boys who don't listen. Well like it's really cold right now in the wintertime, snow. I don't want to drive my kids out. I don't want to get them sick cause I have to come all the way out here to keep an appointment." -Oregon B

"Or not enough buses that are running that day. You know what I mean? There's hard times out there." Oregon B

"I could see myself video chatting with WIC because it is a little bit - obviously I can't fly down every time I want to make an appointment. And since we are talking about the future, I can definitely see, you know, the Internet is becoming more widespread. It's definitely more in demand and there's bigger companies doing something about it finally. So, I think that video chatting would be great, text messaging and Facebook." -Alaska

24/7 Live Chat

Access to a 24/7 live chat with a WIC staff member or lactation consultant emerged during the visualization activity. As one focus group participant noted, it is important that the live chat is "one-on-one" and "private".

"The live chat definitely, like a 24 hour one just in case you wake up at 3 and there's something wrong...so you don't freak out or go to the ER for no reason." -Oregon B

"I'm thinking an online lactation consultant in an online chat. Yeah I wouldn't say like Skype, but instant messaging. Like in the military they have a website, it's one on one. Not in a chat room where everyone can see your business but one on one. I feel if I could get on there and talk to somebody and ask am I doing this right? How often should I be feeding my baby? Like how much should he be getting? Can he have eggs? He's seven months old. I'm going to ask after this meeting. That would be awesome." -Hawaii A

Electronic Resources

Access to more information via online resources instead of pamphlets was noted by one focus group participant.

"...and the only complaint really right now - I mean not a complaint, I've loved my whole experience here - is just to have some more electronic resources. Like, to go on and click it and just read all about it and I would know, "Hey, it's saved in my bookmark on my computer, so I don't have to have this pamphlet saved in this stack over here," or that kind of stuff. Really just kind of making the information more available, just right out there. I think that that would be helpful." -Alaska

Online WIC Classes

Online nutrition education emerged from a few focus group participants during the visualization activity. It would be easier for moms with multiple children to take classes online rather than try to concentrate during class with several children present.

"...it would be nice to have that same class online some how so that people can actually log in and the program or computer recognizes who logged in and take that classroom without actually being there. It was quite long, I don't remember how long it was but I was pregnant and miserable and I think had one of my kids with me so that made it difficult. I'm especially thinking of moms who like me have two kids, and make it easier for them to come." -Oregon A

"The classes, it's nice if they do that online." -Oregon A

"..online would be convenient because we're home already and we don't have to worry...because all of us have kids. So we all know how difficult it is to have to bring them along or take them places, especially if they're not in the mood or they're sick like there's always excuses. But if we do a webcam where we can have classes online where we can just do it with the webcam or not, like either way, it'll be convenient for us because our kids are at home and we wouldn't have to worry about them as a mother. So it just would be more easier for us." -Guam

Advertise the WIC Program

Spanish-speaking focus group participants envisioned WIC using Pandora and Facebook to advertise the program and promote nutrition-related messages.

"A mi me gustaría, que por medio del programa de Pandora te envíen ofertas y esa cosas, y uno sin querer las mira. Así también, WIC tuviera las frutas, cosas nutricionales, porque uno las mira, las va a mirar." TRANSLATION:"I would like for WIC to advertise through PANDORA, they could send offers and those things, and if we want to look at them we can. WIC could also include fruits and nutrition related things, because we will look at them, we will look." -Arizona

TRANSLATION: "Advertise on the applications we use the most, like Facebook. That would be the main thing, the truth. Because that is what people are using now. The Facebook. So I would like for WIC to send me video chat messages with nutrition messages for my children, or for myself. That would be really, really, really good." -Arizona

One focus group participant explained that WIC needs to advertise the importance of the nutrition-related benefits provided to children on WIC.

"Yo pienso, informar un poco sobre el significado del WIC. Porque yo para mi primer hijo no pedí WIC, para nada. Por cualquier cosa, no quería pedir nada y me decían que es muy importante para el niño y aparte es algo que les corresponde a ellos. Es por eso que esta vez pedí WIC...porque no sabía lo importante que podía ser la nutrición para ellos." TRANSLATION: "I think you need to inform us about the significance of WIC. Because with my first child I didn't ask for WIC. For whatever reason I didn't want to ask and they would tell me it was very important for the child and that was something that was meant for them. That is why this time I did ask for WIC...I didn't know how important it would be to their nutrition needs." -Arizona

WIC EBT Card

The desire for a WIC EBT card emerged throughout the focus group visualization activities. Benefits of a WIC EBT card include that it is a discreet way to grocery shop, it is easier to access than a WIC check, their faster to check out with at the grocery store, more convenient than WIC checks. A Spanish-speaking focus group participant expressed that she does not like having to "waste" time and spend money on gas to pick up WIC vouchers.

"Well I've actually heard of programs where it's like an EBT card that's for food stamps where you just have an amount and they just take it off and it's very discreet." -Oregon A

"And it'll be faster when we go to the grocers, so we don't have to wait in line with all the checks and them having to scan it one by one and signing it and all that stuff." -Guam

"....no venir por echar el viaje, viendo que la gasolina está tan cara [risas] a traer no más los cheques. Porque a veces no más uno viene, pierde su hora o sus cuarenta minutos, no más venir a recoger los cheques. " TRANSLATION: "...don't make us make a trip, when gasoline is so expensive to just get our vouchers. Because we only come, waste an hour or forty minutes, just to pick up our vouchers." -Washington C

Having the ability to print WIC vouchers at home was one request.

"I think then it would be great if they can just email it or if you can just login to…you have a place where you can login and then you can just put in your information and it'll be there and you just print it out." -Washington A

Two participants who have previously lived in states with WIC EBT cards described the benefits of using an EBT card.

"The WIC card would be easier to access then to having a check. That's just - I don't know. I found that very easy when I was in Texas, that we had our card instead of having the check." -Guam

"I first joined WIC in the state of Nevada in Las Vegas and compared to here they're so advanced I think because they're in debit cards. They don't have checks where you have to go and you have to spend your check in exactly what's on your check. Like I can't use all four gallons of milk within like a month like I'm gonna need more but because I have to use it within that timeframe or at a specific time it's like hard. But like Nevada you know what you're eligible to get and then you get whatever it is you need, whatever is qualified for WIC, you swipe your debit card and then you get a receipt and it says how much you can spend or how much items you have left and you can use it whenever, like it's more convenient to have a debit card." -Hawaii B

Differences in grocery shopping experiences with EBT cards vs. WIC vouchers were noted by one participant who has used the EBT card with food stamps. As she explains below, she receives more negative feedback from other grocery store customers and grocery store employees when using WIC vouchers than when using a food stamp EBT card.

"I've had food stamps with my husband on and off for about 6 months now so I was without food stamps for about 3 months and then I stopped with food stamps and I got WIC and I could tell the difference between paying with food stamps and paying with a voucher from WIC. Getting looks from people is one of them. The other reason is cashiers. You have some cashiers like it and some cashiers don't and it takes longer too and the customers or people who are shopping behind you get irritated." -Oregon A

Smaller-sized WIC vouchers with a different "look" were recommended by one focus group participant.

"Maybe changing the look of the coupon and make it smaller." -Oregon B

Creation of a system similar to online banking where WIC participants can login and print out WIC vouchers was the idea of one focus group participant.

"It's just like your banking, your online banking so that's why I think if they have like a place where you go login and print out your coupons…only you can print it out not so much that they email it to you and anybody can just print it out or you'll have to put in your information like online banking." -Washington A

Keep In-Person WIC Appointments an Option

The importance of considering WIC participants who are not tech savvy was highlighted by one Spanish-speaking focus group participant who emphasized the need these individuals have for one-on-one contact with WIC staff.

"Porque a veces venimos de pueblos muy humildes donde nunca hemos tocado una computadora, no tenemos ni idea; entonces para mí sería, las clases, asistir a las clases. A veces hay personas que no saben leer, cuando vienen de pueblos muy remotos, entonces esas personas si no pueden leer ¿cómo van a chequear en una computadora? Es cierto, como ella dice, se puede pasar al español, pero ¿qué si la persona no sabe leer? Hay personas que vienen, que hablan dialecto. Esas personas a veces tienen que ver, escuchar, a veces hablan muy poquito español." TRANSLATION: "Because sometimes we come from other towns, very humble towns, where we have never touched a computer, we have no idea; so for me, the classes, coming to classes. Sometimes there are people that don't know how to read, when they come from far away towns. So if those people - if they cannot read, how are they going to check a computer? It is true, like she says, you can learn Spanish, but what if the person doesn't know how to read? There are people who come that only speak dialects. Those people sometimes have to see, listen, and sometimes they speak very little Spanish." -Washington C

One Spanish-speaking focus group participant noted that in-person communication with WIC staff is "really important" to her and she does not want to lose the communication she has with them.

"no me gustaría perder esa comunicación que hay con…con el personal de nutrición, con el trabajador social, o con la enfermera, porque para mí es importante." TRANSLATION: "I wouldn't like to lose the communication that we have with...the nutrition staff, the social worker or with the nurse, because that is really important to me." -Washington C

Concern for Others Who are Not Tech Savvy

While considering new ways to incorporate electronic technologies into the WIC program, it is vital that key decision-makers at every level of WIC remember the importance of continuing to offer the same level of service to those who do not have access to the Internet. As one focus group participant points out, it is very common that Spanish-speaking WIC participants do not have access to the Internet and email.

"One point I do want to bring up though is like I'm Mexican and a lot of my people don't have access to Internet, access to email and such so just to consider those people who are not able to go in there because I just gotta think about them." -Oregon A

"...not everyone has a computer and not everyone has a webcam with a - like the computer with a webcam, so it - I guess it matters if the person does have or not. And if they have it, then they can go online, but if they don't have it, then obviously, they'd have to come into the WIC appoint - the WIC building and take the classes here." -Guam

"I know a lot of people who don't even know how to use a computer." -Oregon A

WIC should continue providing the same level of service to those who are less tech savvy or those without Internet access by offering participants a variety of options for communicating and connecting with WIC.

"...podrían dar la opción. Digo, que dieran la opción: quieres el folleto, quieres asistir a la cita o quieres que te mandemos un e-mail. " TRANSLATION:"...they could give us the option. I say, that they give us the option: want a pamphlet, want to come to a consultation, or do you want us to send you an email." -Washington C

"Estaría bien que le dieran no más la opción. Así cada quien recibe el mejor servicio como más mejor es para ellos y es más conveniente para cada persona. "TRANSLATION: "It would be great if they just gave us the option. That way each person can receive the best service, the one that is better for them and more convenient for each person." -Washington C

Non-technology Ideas

The importance of WIC staff being familiar with and knowing their participants was noted. Participants do not like having to repeat their situation during each visit.

"Maybe have more of like a storyline of one person, what's going on with them and have it for the nurse to read before she has to go down to the appointment." -Washington B

"...I have to repeat my situation and everything going on every time." -Washington B

"Just any appointment that I've been at it's like I've had to reiterate who I am and like didn't feel you really know me." -Washington B

WIC Food Delivery

One focus group participant suggested that WIC offer online delivery service such as that of other grocery stores.

"Well like if you can do safeway.com and have them deliver your WIC stuff you know 'cause sometimes I'm out of milk and I don't have a car to go there so it would be nice to have something like that." -Washington B

Offer Transportation Service

Across the focus groups, many participants discussed the difficulties that they have with finding transportation to their WIC appointments. During the visualization activity, one focus group participant noted that she envisioned WIC offering transportation services to appointments, saying:

"A mí me gustaría que WIC tuviera como una transportación, como un taxi o algo, porque hay personas que no tienen carro. Como un taxi o algo. Que les transportara a la cita de WIC." TRANSLATION: "I would like for WIC to have it's own transportation, like a taxi or something, because there are people that don't have cars. A taxi or something. That would transport you to your WIC appointment." -Arizona

Want WIC to Offer Organic Food

One focus group participant suggested that WIC offer organic food to participants.

Offer Group Classes

One focus group participant explained that she participated in group classes when she lived in California, and she would like to attend group classes where she lives now in Arizona.

"Algo muy bueno que yo tuve antes, ya no lo he tenido. Decir, tu representante en WIC, te instruye te dije, cantidades y todo eso. Yo viví allá en california que me gustaba mucho es que allá daban clases.Donde estoy yendo, las personas súper lindas, te atienden bien y todo. Pero allá te dan clases en grupo y aprendíamos e interactuábamos con las otras mamás." TRANSLATION: "Something good that I had before, that I haven't had [here]. To say your WIC counselor, tells you about amounts and all of that. I lived in California and I really liked that they had classes. Where I am going, people are super kind, they tend well to you and everything. But over there they gave you group classes and we learned and interacted with other mothers." -Arizona

Technology is a Barrier

One Spanish-speaking focus group participant explained why technology is a barrier for some who do not yet use it, saying:

"Y para una es muy difícil entrar a la tecnología, cuando el país se mueve por la tecnología."TRANSLATION: "And for us it is hard to enter into technology, when a country moves by technology." -Washington C

Spanish Speakers Looking for Help to Learn Technology

One Spanish-speaking focus group participant wants to learn to use a computer in order to monitor her daughters' Internet use.

"Buscar la ayuda, este, de los lugares que nos lo están ofreciendo para poder aprender inglés, para poder usar la computadora, porque bueno, al menos yo con mi hija, quiero saber dónde ella está en el Internet, qué páginas está viendo, este, por seguridad. "TRANSLATION: "Look for help from places where they offer for you to learn English, to learn how to use a computer, because well, at least I want to know where my daughter goes on the Internet, what pages does she look at, um, for security reasons." -Washington C

Want to Eventually Learn to Use Technology

A focus group participant who was adamant throughout the beginning of the focus group that she does not have the patience to learn to use technology offered that she would like to eventually "get into" technology.

"I would probably want to get into that more of the technology eventually. I know I don't have patience for it now. But eventually I would probably want to get into it more. Probably those video ones, like I was saying family, video chat. Like that Twitter, I see it on TV when I'm watching music videos and they Twitter on BET. And they Twitter on it, they pull everyone's Twitter's up and randomly go through it. Yeah, I would just be like, what if that was me? That's cool." -ITCA

Negative Grocery Shopping Experiences / Need for Grocery Employee WIC Training

During the visualization activity, one ITCA focus group participant envisioned a training on the WIC program for grocery store employees. Although negative grocery store experiences were common to most focus group sites, ITCA focus group participants expressed that their grocery store experiences are particularly negative.

"I don't know who's part it would be under, but I think they [grocery employees] need to be trained on WIC, what they give out. Like she said she has to ask someone and they don't know. Maybe they do know they just don't want to help." -ITCA

Ranking of Technologies Seen During Focus Group

Participants were asked to select their top 2 technologies from those shown during the focus groups. Several participants included more than two technologies in their ranking so the overall number of responses was 165 instead of150. Once all data was compiled a ranking was obtained from all responses. Overall the technology with the most responses was appointment reminders via text or email (*n*=55), followed by the authorized WIC food list (*n*=34), online appointment scheduling (*n*=29), WIC nutrition education via Facebook (*n*= 23), WIC store/clinic locator (*n*= 10), and WIC breastfeeding support/help via text, email or video chat (*n*=14).

Table 3. Ranking of Top 2 Technologies by Focus Group Participants *(n=165)*

Ranking	Technology	Number of participants who ranked the technology as a top priority
1	Appointment reminders via text or email	55
2	Online WIC authorized food list	34
3	Online appointment scheduling	29
4	Nutrition education via Facebook	23
5	WIC Breastfeeding support via text, email or video chat	14
6	Online authorized store locator	10

The preferences for these technologies should be reviewed along with the preferences from the Online survey respondents and WIC-eligible focus groups prior to determining the priorities for the cost analysis and feasibility study.

Most Useful Technologies Seen During Focus Group

Participants were asked the following open-ended question: "Given the way you live your life today, which of the technologies you've seen today will be the most useful to you?" Participants reported that the top five most useful technologies shown during the focus group include WIC nutrition education or appointment reminders via text message (*n=21*), WIC nutrition education or appointment reminders via email (*n=20*), WIC Facebook page (*n=19*), WIC Smartphone app (*n=8*) and WIC website (*n=7*).

Technologies Seen During Focus Group Most Likely to Use to Connect with WIC

Participants were asked the following open-ended question: "Given the way you live your life today, which of the technologies you've seen today will you be more likely to use to connect with WIC?" The top three technologies participants are most likely to use to connect with WIC are Facebook (*n=23*), Text Messaging (*n=19*), and WIC phone app (*n=8*).

Conclusions

Based on the results of the WIC Participant Online Survey, the WIC participant focus groups, and the WIC-eligible focus groups, WIC programs in the Western Region should consider implementing the use of text messaging and email for appointment reminders and nutrition education. In addition, WIC should explore using Facebook as a way to provide outreach to WIC-eligibles and nutrition education to current WIC participants. Other emerging technologies to be explored include video chat, mobile websites and Smartphone apps. Mobile websites or Smartphone apps, among other things, can help WIC participants access WIC services at their convenience and shop for WIC foods. Video chat is a promising option to counsel WIC participants who live in remote areas and often have transportation issues.

WIC participants want to receive appointment reminders via text message. Given that nearly all WIC participants have a cell phone with text messaging capabilities, WIC should explore using text messaging for appointment reminders. However, the preference for text message reminders is not universal, as some participants prefer email or phone reminders instead of text messages. The Western Region WIC programs should investigate offering participants options for appointment reminders that include text messaging, email, and phone. Oregon and Hawaii recently implemented text messaging appointment reminder programs. Importantly, however, many of the focus group participants in Hawaii and Oregon were unaware that they could receive an appointment reminder via text message. This highlights the importance of including a clear messaging strategy to inform participants about the use of new technologies and how they can be accessed.

WIC participants are interested in receiving nutrition education via text message and email. Participants' preference of using one technology over the other is not universal, therefore agencies implementing education via email and text message should look at utilizing systems that offer participants a choice. Potential systems and campaigns to review include the National Campaign to Prevent Teen and Unplanned Pregnancy's Bedsider initiative, Text 4 Baby, and BabyCenter.com.

Based on current participant use and desired future use, Facebook appears to be a promising platform to communicate with WIC participants and reach WIC-eligibles. For example, nutrition education and breastfeeding education and support can be provided on a Facebook page or through Facebook groups, that provide participant updates about topics related to the WIC program. In considering the use of Facebook for providing nutrition education and breastfeeding

support, it is important to note that of the WIC programs who currently use Facebook pages and include WIC in the title, most have a low number of page "likes" and low interaction compared to the number of local agency participants. This may be due to 1) a lack of marketing to WIC participants about the Facebook page, 2) a lack of relevant information on the page, 3) a disconnect between WIC participants' intention and action to "like" a page or 4) concerns expressed by some participants in the focus groups related to the stigma associated with "liking" a WIC Facebook page. It is difficult to know which of the above issues is key. Additional research is warranted to explore the use of Facebook by the WIC program and leverage participants current use of Facebook.

In addition, Facebook seems like an appropriate avenue to advertise to WIC-eligible participants, as the majority of WIC eligibles stated that it was their favorite technology. Further investigation should look at ways that Facebook advertisements can be customized to reach WIC-eligibles such as the use of key words, a Facebook page targeted at WIC-eligibles, and the success of Facebook advertising campaigns to increase participation. Other online venues to consider advertising to WIC-eligibles include sites frequently visited by pregnant and breastfeeding mothers such as WebMD and BabyCenter; and physician websites. In addition, establishing partnerships with social programs such as Medicaid, Children's Health Insurance Program (CHIP), and HeadStart to advertise on their sites can also help increase enrollment into the WIC program.

WIC participants want to be able to schedule their appointments, attend nutrition education classes, and check their WIC EBT balance online. Participants in both the online survey and WIC focus groups indicated that they are also interested in accessing recipes and food demonstration videos online. Additionally, WIC participants also want to be able to access the WIC foods shopping guide and be able to scan foods and find out if the item is a WIC approved food using their Smartphone while at the store, in an effort to avoid the embarrassment of holding up a line at the grocery store. Since many WIC participants access the Internet via their cell phone the Western Region should investigate the use of a mobile website or a WIC phone application where participants can receive these services online. Optimizing program videos for mobile viewing will be a necessity.

Focus groups participants expressed great interest in using video chat for breastfeeding support and nutrition education, especially those in the islands and more rural areas. In contrast, a low percentage of survey respondents showed a preference for video/skype one-on-one breastfeeding support (4%) and nutrition education (9%). However, when asked about perceived usefulness of video chat over 50% of survey respondents indicated that they thought video chat would be "very useful" or "somewhat useful" with a nutritionist, breastfeeding counselor or other WIC staff. As participants become increasingly tech-savvy the demand for this type of interaction will likely grow. Yet, focus group participants also had concerns about video chatting with a

nutritionist or breastfeeding educator that they had not met in person. The Western Region should further investigate the feasibility of using of video chat with WIC participants and the potential for connect ing participants via video chat with their local WIC agency staff.

Incorporating the use of technology will not eliminate the need to provide one-on-one WIC services. Remote places such as villages in Alaska and ITOs have difficulty accessing the Internet and cellular technology. In addition, as highlighted by many focus group participants, there are many participants with limited resources and lower levels of education who do not currently access the Internet. As such, it is imperative that WIC offers multiple options when it comes to delivering WIC services.

The Western Region WIC programs will need to decide which technologies make more sense to implement for each of the services they offer. For example, this research strongly suggests to implement appointment reminders via text message and email, as well as the creation of web-based applications and mobile-based websites that allow participants to access scheduling and appointment services online. These services may be more pressing than creating nutrition education contacts via email, text messaging and Facebook, as also suggested by participants in this research project. The next stage of this project incorporates a feasibility and cost benefit analysis which will help determine and give direction related to which services should be implemented first.

Appendix B-1: Focus Group Discussion Guide

Introduction: Hi and welcome! Thank you for taking time in your day to be here. My name is (Focus group facilitator name) and I work with the WIC programs in your area. I am traveling around the western states talking to moms about how they use technology, like cell phones, text messaging, email and social media like Facebook and Twitter to interact with people and groups.

WIC is interested in using technology to improve their clients' experiences with the services they offer. So today I want to hear about the different types of *technology and social media* that you currently use and how you would like to use them to interact with WIC. I am interested in learning how and in what situations you wish you could interact with the WIC program using technology and social media and the likelihood that you would use these technologies in the future.

Your participation in today's focus group is voluntary. You may leave at any time. Our discussion will last about an hour and a half. At the end of our discussion you will be asked to fill out a brief survey and then you will receive $50 cash for your participation.

[Discuss consent form provided to each participant]

Before we get started I would like to go over a few ground rules.
- Only one person talks at a time.
- What is shared in the room will be used for research purposes only.
- It is important for us to hear everyone's ideas and opinions. There are no right or wrong answers to questions – just ideas, experiences and opinions, which are all valuable.
- It is important for us to hear all sides of an issue – both the positive and the negative. Please respect others.

We are recording this conversation to make sure that we hear all of your good ideas. The audiotape for the research will be destroyed after the research is complete. What is shared in the room will be used for research purposes only. Only the researchers and myself will hear the tapes. No names will be connected to the notes or any of your comments. This information will be used only to help us improve WIC participant services.

I am sure you have a lot you can tell me about our topic. However, we don't have much time to talk - so if one part of the conversation goes too long, I may have to say that we must move on.

Thanks, again, for being here. Let's get stared!

Ice Breaker

[*Technology* ice breaker: The objective of this activity is to do something as a group and build rapport. The title of each of the following categories of *technology* will be printed and laminated for use in the ice breaker: email, Internet, smart phone applications, text messaging, video chats, gaming activities, Facebook and Twitter. Each laminated tile will be set out on a table prior to the arrival of participants. As participants come into the room they will be asked to select the tile with their favorite *technology.* After selecting a tile, participants will be asked to share their favorite *technology* and to give an example of how it has changed their life.]

Moderator: [Once all participants have a tile the session will begin] "Let's start by going around the room and saying your name, your favorite *technology* and share your example of how it has improved your life. "I will go first my name is moderator name, my favorite technology is Facebook and it has helped me get back in touch with friends I haven't seen or talked to in many years."

Focus Group Questions

[Icebreaker is now complete and everybody knows a little bit about each other. The moderator will now transition from the discussion-starter question to more specific questions and follow-up probing questions to discover all types of technology and social media that participants are currently using.]

[Participant Question 1]
[This question addresses research question #1: What types of electronic technology and social media are WIC clients currently using?]

Moderator: "One thing I've heard several of you mention is _____." I'd like to hear more about the experiences that the rest of you have with _____. [Continues through the specific questions for that technology outlined below].

1. What other types of technology and social media are you currently using?

> [Use Prompts as needed to get experiences with and perspectives on the additional types of technology and social media listed below.]

> ○**Email:** When are you most likely to send an email?
>> ▪What do you like or not like about communicating via email?
>> ▪I'd like to hear from those of you who email with your doctor or other health care provider. What do you like or not like about communicating with doctor's offices or other businesses via email?

    ○**Text Messaging:** I'd like to hear about your experiences with text messaging.
- ■What do you like or not like about communicating via text?
- ■In what situations do you prefer to send or receive text messages?
- ■What about receiving texts from your health care provider? Would you like to receive...
  - •Appointment reminders
  - •Health-related advice or information
- ■When it comes to receiving appointment reminders, would you rather get a text message, an email, a piece of regular mail or a telephone/voice mail reminder?

•**Smartphone Apps:** Now, let's hear from the smart phone users.
- ■What are the features you use most often on your phone?
- ■What are your favorite apps?
- ■Which nutrition-related or parenting apps do you use?
  - •What do you like or not like about them?
- ■ Some people have a barcode or QR code reader installed on their phone that they use to get more information from the web on a specific topic. You sometimes see them used in advertisements or apartment listings. Have you ever scanned one to get more information on something? In what situations have you scanned a QR code?

•**Video Chats/Webcam/Skype:** Now I'd like to hear from those of you who use video chats to communicate.
- ■How have you used video chat?
- ■Have you used video chats to communicate with your health care provider or WIC?

•**Facebook:** Now let's turn to social media. Does anyone here use Facebook?
- ■I'd like to hear how you use your Facebook account. What makes Facebook so appealing?
- ■Would you consider making the change to a different social media site such as Google+? Why or why not?
- ■How do you you interact with businesses or groups on Facebook?
- ■Have you ever 'liked' a page? What made you decide to 'like' it?
- ■How likely are you to 'like' a page that has WIC in its title?

•Now that we are to the end of the list I'd like you to think about what other *technologies and social media* you are using that haven't been mentioned yet.
- ■In what situations do you use this technology?
- ■What do you like or not like about this technology?

Activity: Visualizing WIC in the Future

[The objective of this exercise and question 2 is to get beneath the surface in order to capture how participants' wish to interact with WIC via technology in the future. This gets at research questions #2: In what situations do you want to use electronic technology and social media to interact with WIC? and #3: What types of electronic technology do WIC participants want to use when interacting with WIC?]

Moderator: "Now I'd like to take you through a visualization exercise. It works better if you close your eyes, but if you don't want to close your eyes that is fine too. For those of you that want to close your eyes, please do so now, now let's think about the future. Things are going to change, especially the way you interact with your WIC program. What changes would you like to see in the way you connect with WIC? What technologies would you like to use? What WIC services would you like to change using technology? [Pause for 30 seconds and give them time to think.]

2. Now, let's open our eyes. Who would like to share with us the changes they would like to see using *technology and social media* when connecting with WIC?
[Prompt if necessary- For example, would you like to be able to cancel an appointment via text message? Or would you like to use a webcam to talk with your WIC counselor?]

   [Use prompts and follow-up questions as needed after they share their initial ideas.]
- Does anybody else have a similar thought or idea?
    - Please tell us about it.
    - What would your idea look like?
    - Would you like to draw it for us? [Offer a piece of paper, ask other partici-pants to help or draw their own ideas]

Visuals

[The objective of this activity is to show participants the visuals of different ways that they can connect to WIC using technology or social media. This question addresses research question #4: How likely are WIC participants to use the various proposed technologies when interacting with WIC? In addition, this exercise will allow us to brainstorm with participants other uses for these technologies.]

Moderator: "Now we'd like to know what you think about different WIC services that could be accessed using wireless technology We are going to show you some images of ways that WIC is considering using technology to communicate with you and I would like to hear your feedback on them."
- WIC appointment reminders via email or text messages
- WIC online appointment scheduling

- •Authorized WIC food list
- •WIC store/clinic locator
- •WIC nutrition education via Facebook or video chat (e.g. Skype)
- •Breastfeeding support/help via text, email, or video chat (e.g. Skype)

[Following each visual, participants will be asked follow-up questions.]
- •These are some ideas on how we could provide WIC services using technology, what are your thoughts on these visuals?
- •How useful to you is this technology and how likely are you to use it to interact with your WIC program?
- •Is there anything you would change or add to make it more useful to you?

End Focus Group

[Thank them for participating in the group and ask them to complete the paper/pencil survey. Give them their $50 incentive- have them sign for the incentive- after they turn in the demographic survey.]

Appendix B-2: Focus Group Participant Survey

<u>Participant Survey</u>

We want to learn a little more about you. Please answer the following questions. Your name and personal information you provide us today will not be attached to this survey and the information you provide us will only be shared with the researchers of this project. This information will help us improve WIC participant services.

For questions 1 - 5, please check how often in the past week did you use the following technologies:

1.   Instant message
      ☐ Several times a day   ☐ 1-2 days a week
      ☐ Once a day   ☐ Every few weeks
      ☐ 3-5 days a week   ☐ Never

2.   Email
      ☐ Several times a day   ☐ 1-2 days a week
      ☐ Once a day   ☐ Every few weeks
      ☐ 3-5 days a week   ☐ Never

3. Facebook
      ☐ Several times a day   ☐ 1-2 days a week
      ☐ Once a day   ☐ Every few weeks
      ☐ 3-5 days a week   ☐ Never

4. Text messaging
      ☐ Several times a day   ☐ 1-2 days a week
      ☐ Once a day   ☐ Every few weeks
      ☐ 3-5 days a week   ☐ Never

5. Twitter
      ☐ Several times a day   ☐ 1-2 days a week
      ☐ Once a day   ☐ Every few weeks
      ☐ 3-5 days a week   ☐ Never

Please list any other technology that you use and how often you use it:

6. Other technology:_____
      ☐ Several times a day   ☐ 1-2 days a week

    ☐ Once a day   ☐ Every few weeks
    ☐ 3-5 days a week   ☐ Never

7. What Internet sites do you visit related to parenting, breastfeeding, nutrition and recipes?

8. What phone applications (apps) do you use related to parenting, breastfeeding, nutrition and recipes?

9. Overall, when you use the Internet, do you do that mostly using your cell phone or mostly using some other device like a desktop computer, laptop or computer tablet?
    ☐ Mostly on cell phone
    ☐ Mostly on desktop computer, laptop or computer tablet
    ☐ Both equally

10. Please select your top 2 technologies from the ones shown to you today.
    ☐ WIC Appointment reminders via text or email
    ☐ WIC online appointment scheduling
    ☐ WIC Store/Clinic locator
    ☐ Authorized WIC food list
    ☐ WIC Nutrition Education via Facebook
    ☐ Breastfeeding support/help via text, email, or video chat (e.g. Skype)

11. Given the way you live your life today, which of the technologies you've seen today will be the most useful to you?

12. Given the way you live your life today, which of the technologies you've seen today will you be more likely to use to connect with WIC?

13.   How old are you? _____

14.   How old is your youngest child in the WIC program? _____

15.   How many children live in your home? _____

16.   Are you Hispanic/latino?
       □ Yes
       □ No

17.   Please mark what best describes you:
       □ White
       □ American Indian or Alaskan Native
       □ Black/African American
       □ Other: _____

18.   What is the highest level of school you have finished?
       □ 1st to 6th grade   □ High School or GED
       □ 7th to 9th grade   □ Some college
       □ 10th to 12th grade   □ College graduate

19.   What is your preferred language?
       □ English   □ Both English and Spanish
       □ Spanish   □ Other: _____

Appendix B-3: Participant Recruitment Poster