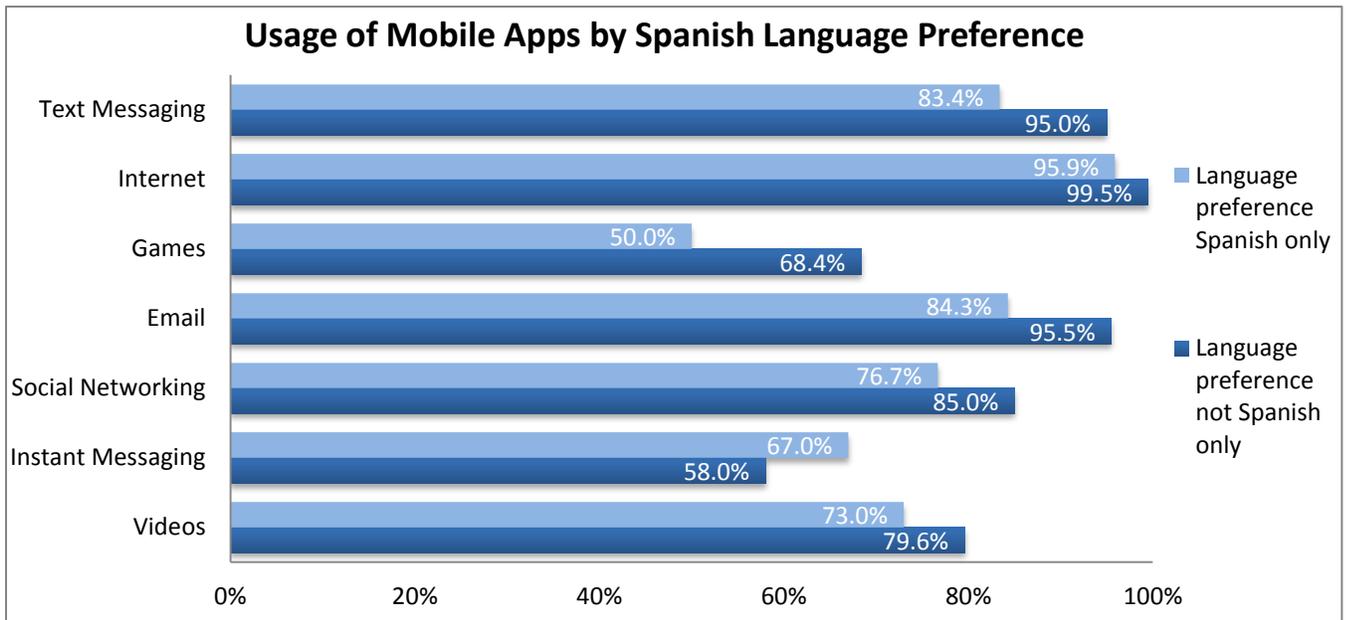
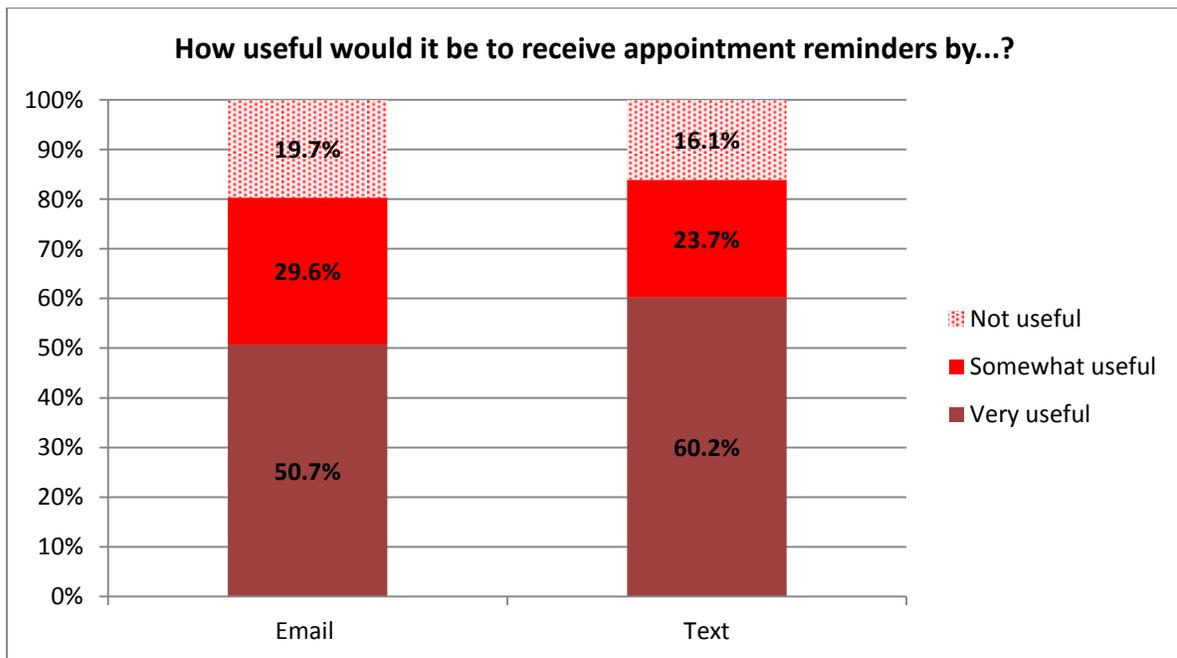


ELECTRONIC TECHNOLOGY (ET) PROJECT – WIC PARTICIPANT ONLINE SURVEY CALIFORNIA WIC PARTICIPANTS WITH SPANISH ONLY LANGUAGE PREFERENCE

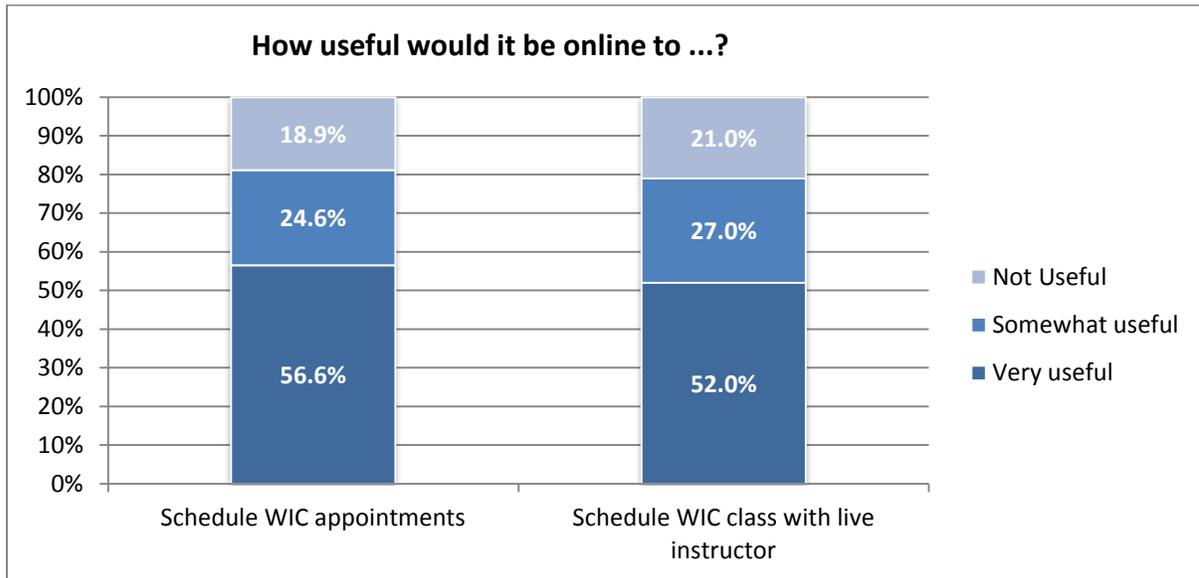


Of the Spanish only language preferred WIC participants, the mobile apps that are most highly used are internet, email, and text messaging. Social networking and videos are also quite popular among Spanish only language participants. Overall, the variance of mobile app usage of not Spanish only or Spanish only participants is small.

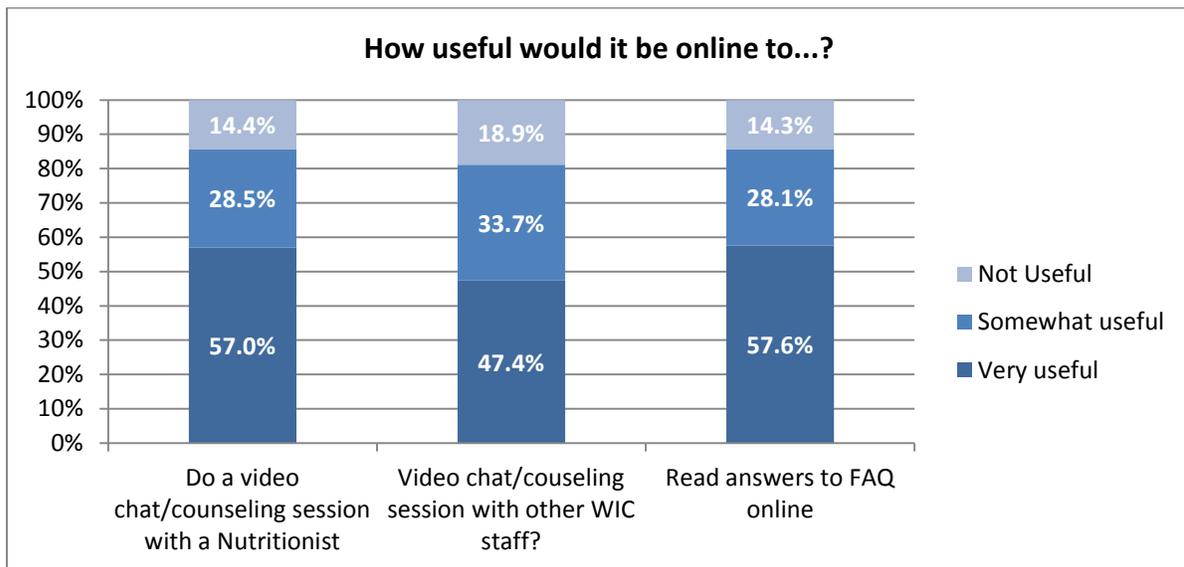


Among Spanish only language WIC participants, the majority of them would find it very useful to receive appointment reminders via email and text, with less than 20% finding it not useful.

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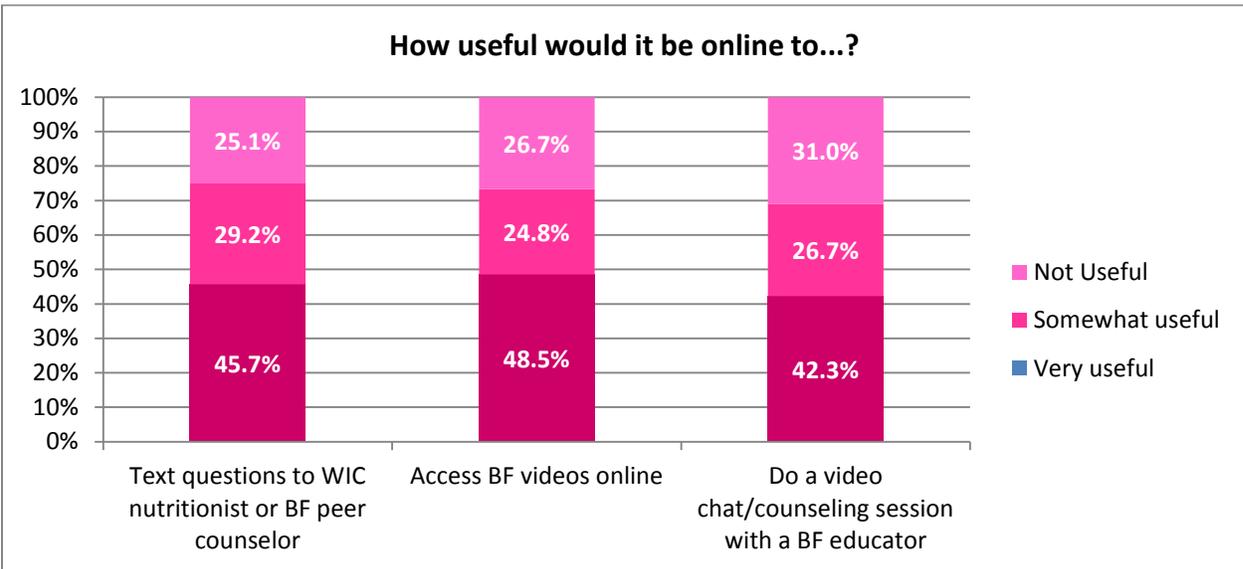


Among Spanish only language participants, the majority would find it very useful to schedule WIC appointments and schedule a WIC class with a live instructor online, with less than 21% finding it would be not useful.

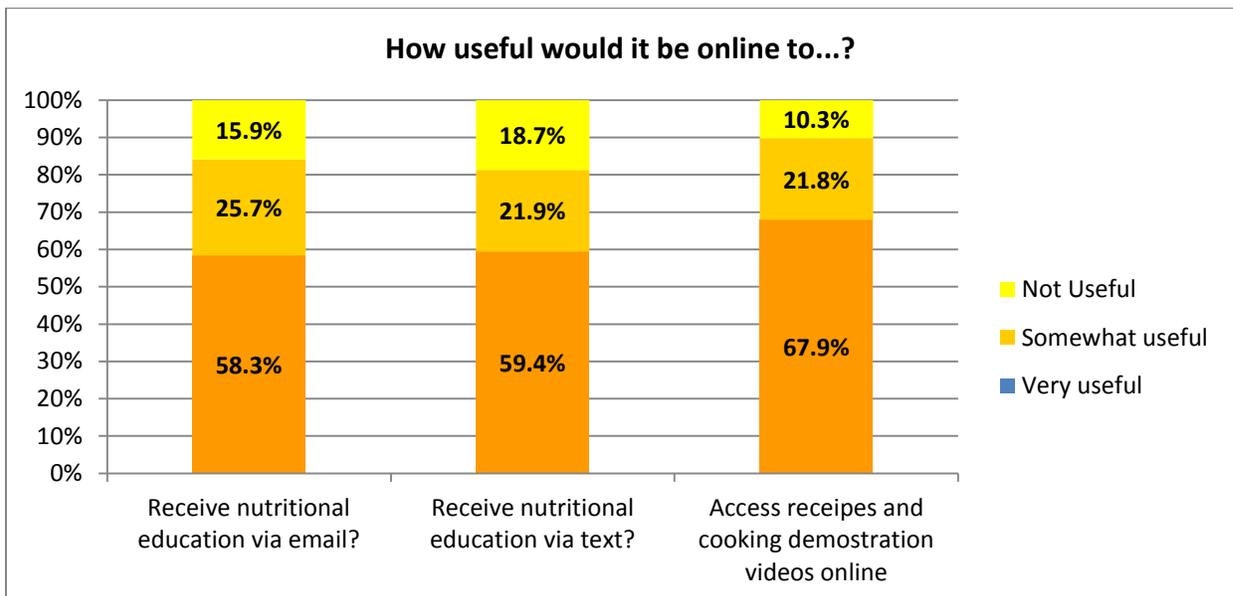


Among Spanish only language participants, many found it would be very useful to do a video chat/counseling session with a nutritionist or other WIC staff, and read answers to FAQs online. Less than 20% found it would be not useful to do these activities online.

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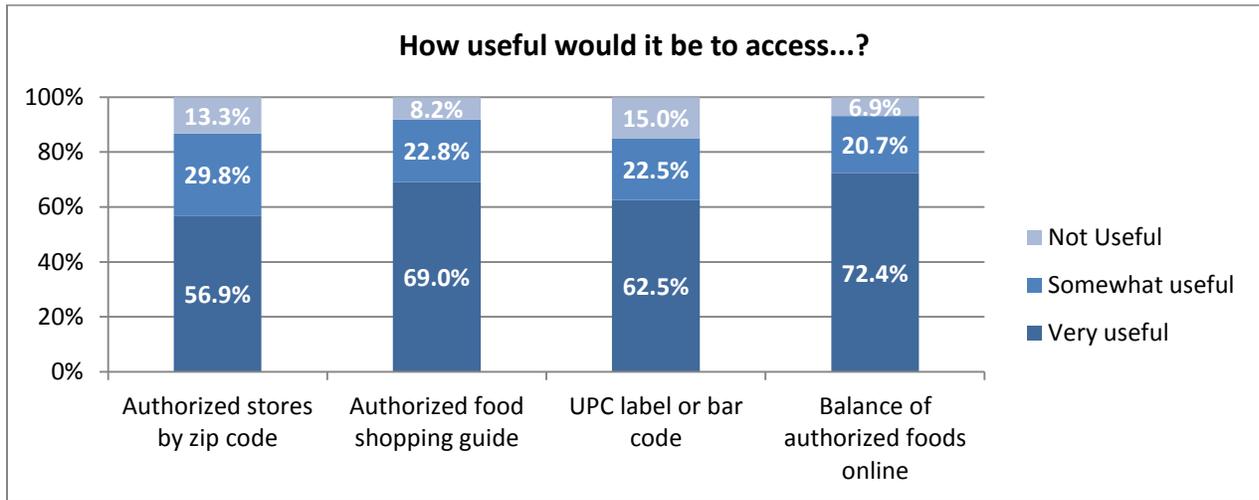


Less than half of Spanish only participants surveyed found it to be “very useful” to get breastfeeding help in all three categories. Most, around 70% of participants find it at least somewhat useful to text, access video online and video chat for breastfeeding related information and education.

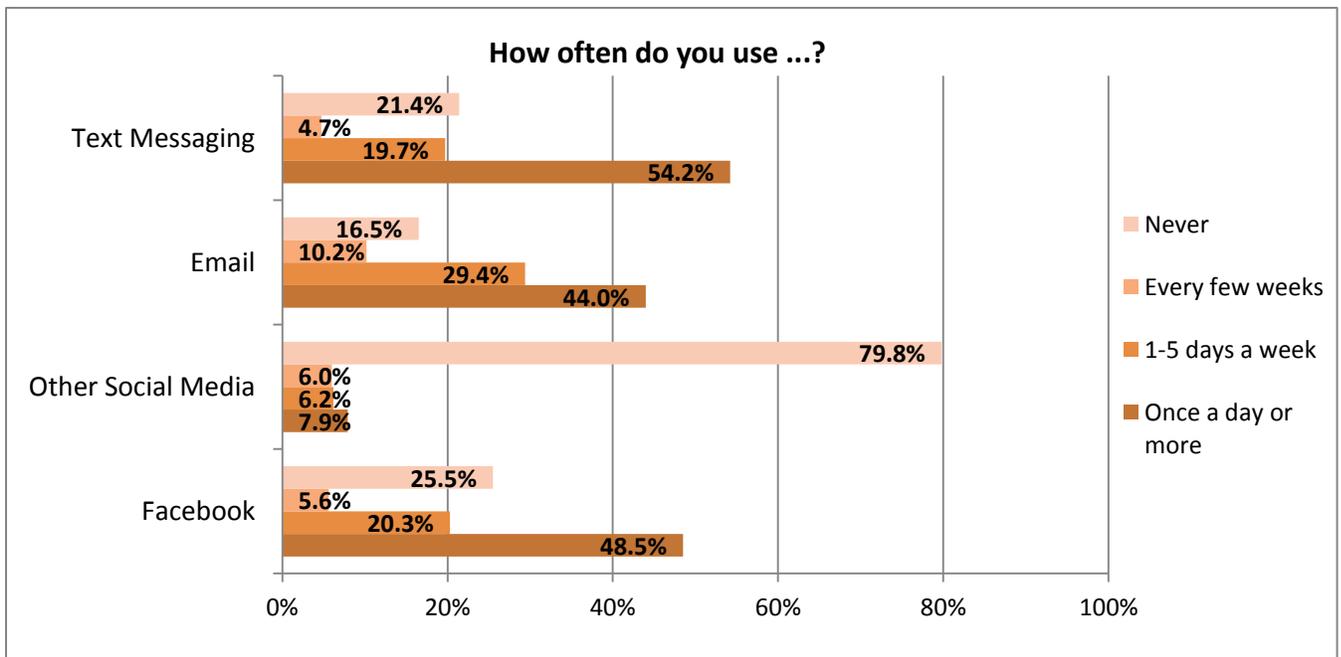


Spanish only Participants are more interested in receiving online information for nutrition than breastfeeding. Most Spanish only participants expressed interest in being able to access nutritional information via e-mail and text messages. Spanish only participants are **MOST** interested in receiving recipes and cooking demonstration videos online.

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A balance of authorized foods and an authorized food shopping guide online are the two most useful applications selected by Spanish only participants. An online application that includes a balance of authorized foods left for the Spanish only participant to use was reported to be slightly more useful.



Text messaging is the most frequently used technology among Spanish only participants surveyed followed by Facebook then e-mail. Other forms of social media are rarely used.