

Appendix D:  
State Level Reports for the WIC  
Participant Online Technology  
Survey

# Table of Contents

Appendix D-1: Online Survey Results - Alaska	4
Appendix D-2: Online Survey Results - American Samoa	19
Appendix D-3: Online Survey Results - Arizona	34
Appendix D-4: Online Survey Results - California	49
Appendix D-5: Online Survey Results - Guam	66
Appendix D-6: Online Survey Results - Hawaii	81
Appendix D-7: Online Survey Results - Idaho	96
Appendix D-8: Online Survey Results - Inter-Tribal Council of Arizona	111
Appendix D-9: Online Survey Results - Mariana Islands	126
Appendix D-10: Online Survey Results - Nevada	141
Appendix D-11: Online Survey Results - Oregon	156
Appendix D-12: Online Survey Results - Washington	171
Appendix D-13: Online Survey Results - Spanish	186
Appendix D-14: Online Survey Results - Aggregate Sample	202

# State Level Reports

Appendix D contains the state level data for the WIC Participant Online Technology Survey Report. While the aggregate report uses weight adjusted data, the state level reports do not. State reports are available for each of the states where a minimum of 20 participants completed the survey. This includes: Alaska, American Samoa, Arizona, California, Guam, Hawaii, Idaho, Inter Tribal Council of Arizona, Mariana Islands, Nevada, Oregon and Washington.

Appendix D-1 :  
Online Survey Results - Alaska

# Alaska Demographics

The final sample included in the analysis consisted of 102 respondents. Among online survey respondents from Alaska, 97% indicated that they were WIC clients and 3% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics for Alaska.

Table 1. Online survey respondent demographics (N=102)

Age	Race	Ethnicity
Mean = 28 years (SD=5.5 years) Range = 19-48 years	White, 55% African American, 6% Asian, 3% American Indian/Alaskan Native, 28% Native Hawaiian/Pacific Islander, 3% Other, 0% Missing, 6%	Hispanic, n=8 (7%)
<b>Millennial Generation</b> (ages 20-31), 76%		
<b>Younger</b> (ages 15-19), 1%		
<b>Older</b> (ages 32 and up), 22%		
Missing, 2%		

Figure 1. Respondents' Age (N=102)

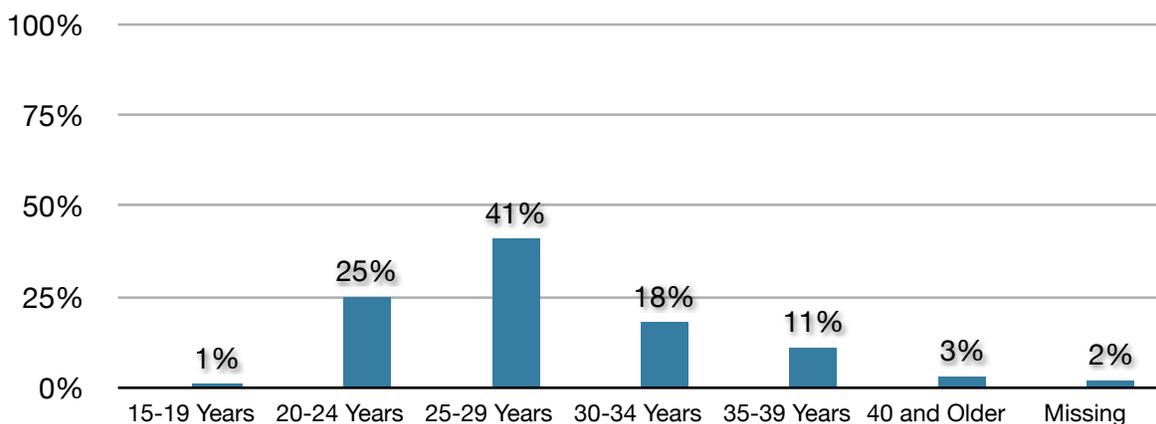


Figure 2. Respondents' Education Level (N=102)

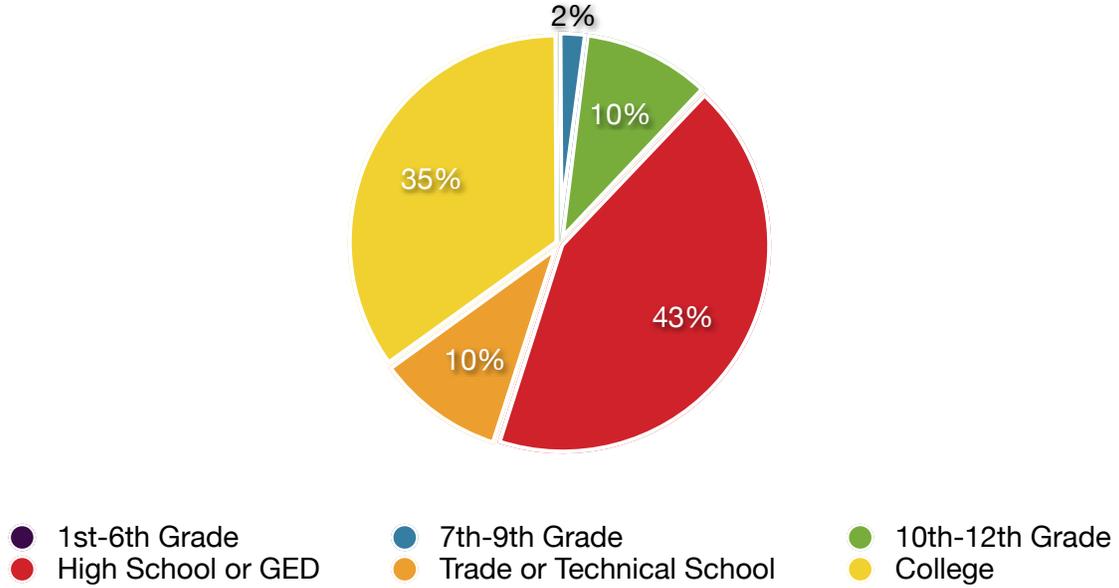


Figure 3. Respondents' Preferred Language (N=102)

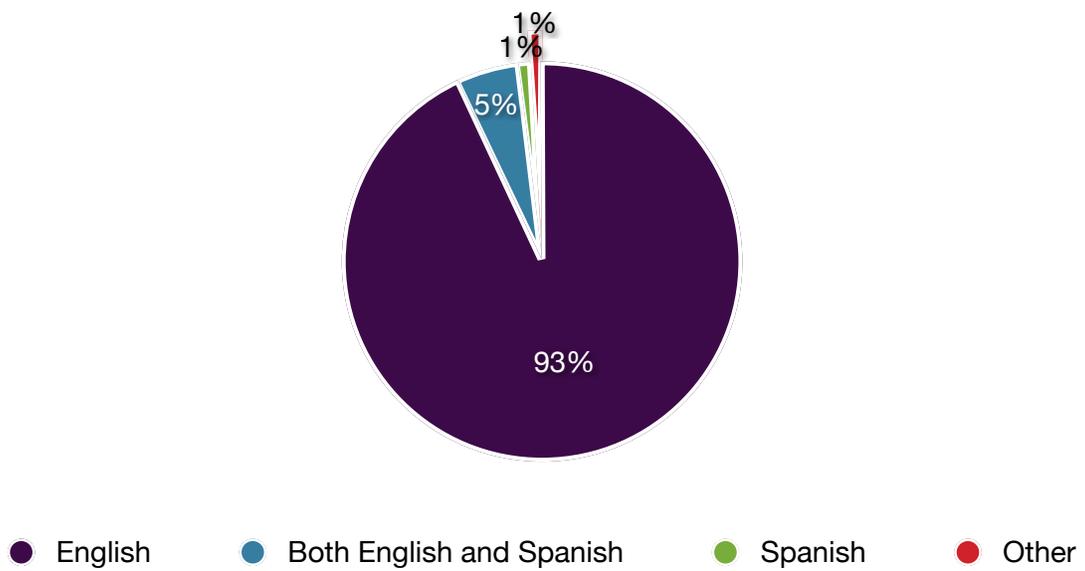
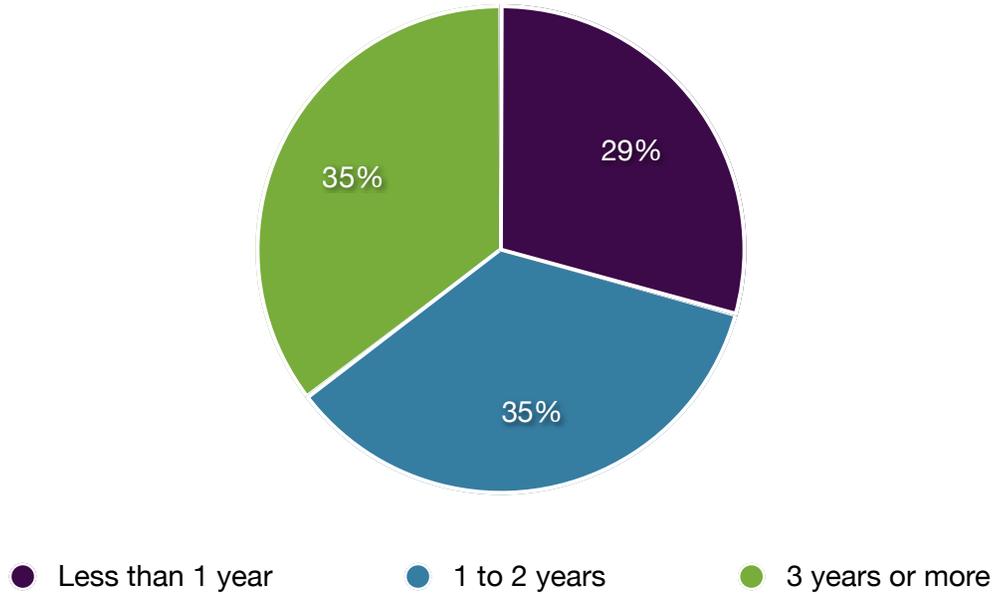


Table 2. Respondents' Parental Status (N=102)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 2.2 children (SD=1.3 children) Range = 0-6 children	Mother, 88% Pregnant, 5% Father, 3% Foster parent, 2% Grandparent, 1% Other, 1% Missing, 0%	Pregnant, 15% Breastfeeding, 28% Parent/caretaker of baby <12 mo, 45% Parent/caretaker of child > 1 yr, 79%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=102)



# Participant Survey Results

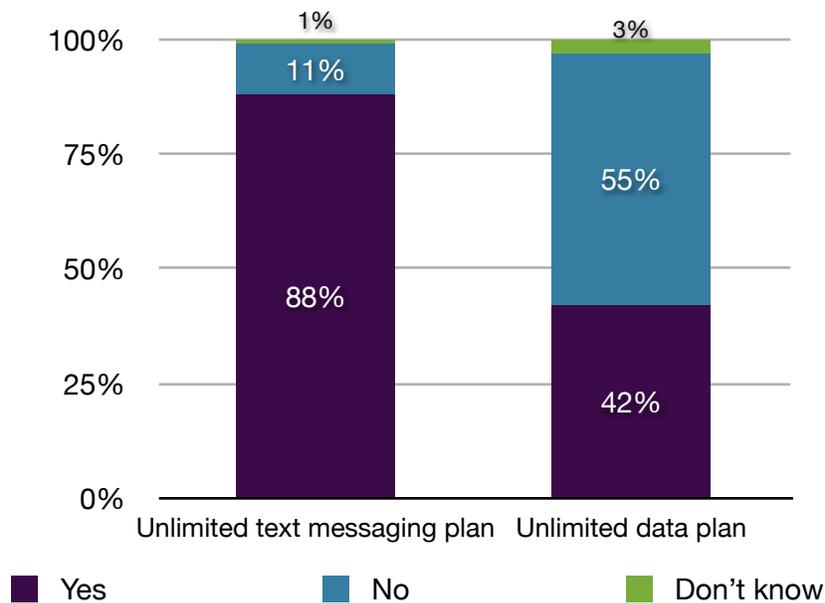
## Cell Phone Use

Among Alaska online survey respondents, 101 (99%) indicated that they have a cell phone. Of those who own a cell phone, 96% ( $n=97$ ) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who have cell phones.

Table 3. Type of Cell Phone Owned ( $n=101$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc)	33	33
Basic cell phone without an internet or data plan	23	23
iPhone	36	36
Other type of cell phone	2	2
Blackberry or Microsoft Windows Phone	7	7

Figure 5. Type of Cell Phone Plan ( $n=101$ )



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information ( $n=101$ )

Application/Program	Frequency	Percent (%)
None	56	55
WebMD Mobile	23	23
What to Expect – Pregnancy	19	18
Text4Baby	1	1
Diaper Tracker	2	2
Baby Hub	0	0
Other	13	13

# Internet Usage

## Devices

Participants were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

Table 5. How Respondents Connect to the Internet (N=102)

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	48	47
Mostly on a cell phone	17	17
Both equally	37	36
Missing	0	0

Table 6. Type of Device Used for Various Technology Tasks (N=102)

Task	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	56	70	7
Watch videos	32	66	22
Take photos	84	22	9
Send a photo or video to someone	57	55	15
Post a photo or video online	52	61	16
Play games	49	47	28
Download applications or apps	63	33	21
Participate in a video call or video chat	20	46	40
Locate a store, business, restaurant, or residence	62	65	16
Schedule or cancel an appointment	60	27	28
Scan a QR code to get more information	18	4	75

## Internet Content

Among online survey respondents from Alaska, 29% ( $n=30$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Online survey respondents were asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

Table 7. Websites Used for Health and Parenting Information ( $N=102$ )

Website	Frequency	Percent (%)
WebMD	51	50
BabyCenter	46	45
PBS Kids	11	11
None	19	19
The Bump	8	8
Circle of Moms	10	10
CafeMom	10	10
Other website	15	15

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use ( $N=102$ )

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	84	3	2	3	3	5	0
Email	46	16	12	9	12	5	2
Facebook	54	16	6	4	7	13	1
Instant messaging	23	5	5	5	18	43	2
Twitter	4	2	0	2	4	86	2
Other social media	7	5	2	3	8	73	3

## Facebook Use

A majority of online survey respondents ( $n=87$ , 85%) reported that they use Facebook. Of these, 79% indicated that they had ever ‘liked’ a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook Activity Among Facebook Users (N=87)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	18	20	24	13	20	3	2
Read updates and news from friends and family	58	24	6	3	8	0	1
Read updates and news from pages and brands that I like	40	17	9	8	13	12	1
"Like" or comment on other people's updates	47	15	14	10	9	3	1
"Like" or comment on the update of a group or business	29	14	12	8	18	17	2
Send private messages to others	22	13	22	10	23	8	2
Share photos and videos with others	21	13	25	15	18	6	2
Chat with friends and family	23	14	17	13	17	13	3
Join groups	5	3	8	5	37	39	3
Chat with a group	6	2	2	1	18	68	2

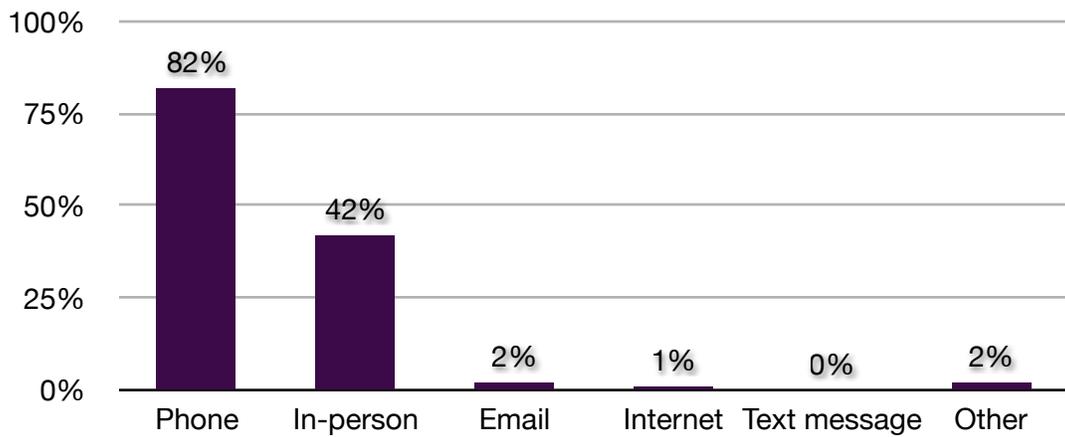
# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education.

Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=102)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=102)*

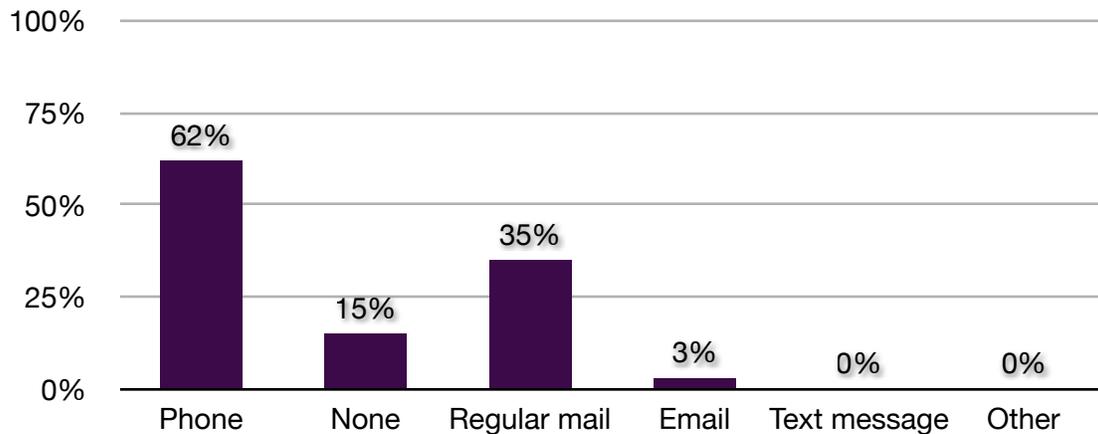


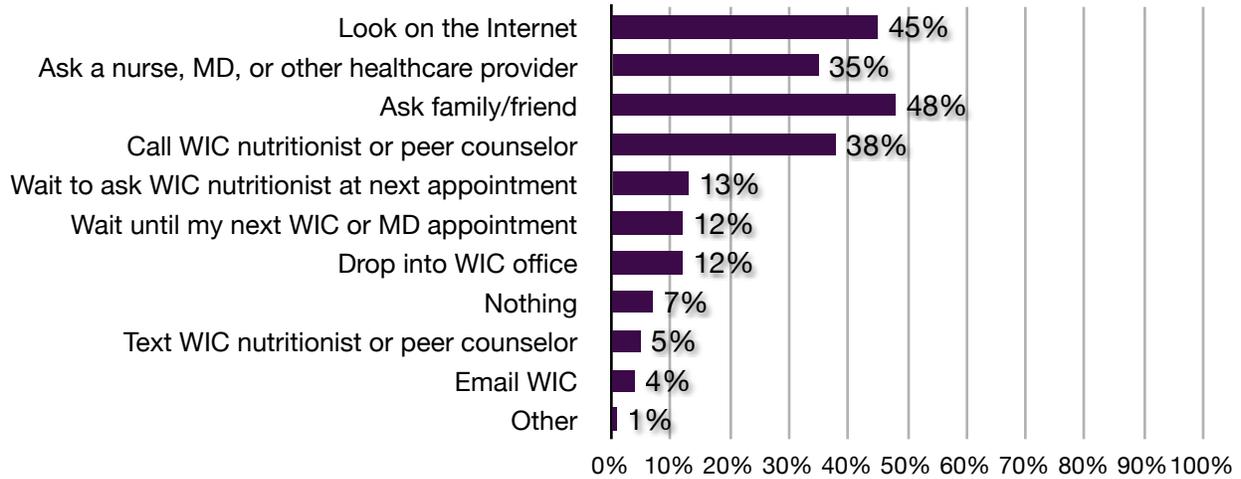
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=102)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
	%	%
In person, one-on-one with nutritionist or WIC staff	61	56
Group classes at my WIC clinic	4	6
On the Internet	49	66
In person, one-on-one with breastfeeding educator or peer counselor	5	10
Lessons I take home	13	28
Self-paced lessons I do on my own at my WIC clinic	5	6
Kiosk in waiting room at my WIC clinic	8	5
Video/Skype one-on-one counseling with nutritionist or WIC staff	1	6
Video/Skype one-on-one counseling with breastfeeding educator	1	3

### Nutrition and Breastfeeding Related Resources

Online survey respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N= 25)



### Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question, respondents were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in the Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=102)

Topic	Percent of (%) respondents interested
I am not interested in joining a group	45
Toddlers	37
Healthy Eating	29
Parenting	35
Exercise	28
Preschoolers	28
Infants	23
Breastfeeding	15
Newborns	13
Pregnancy	12

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=102)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	42
Facebook	49
Neither	30
Other social media site	0

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=102)

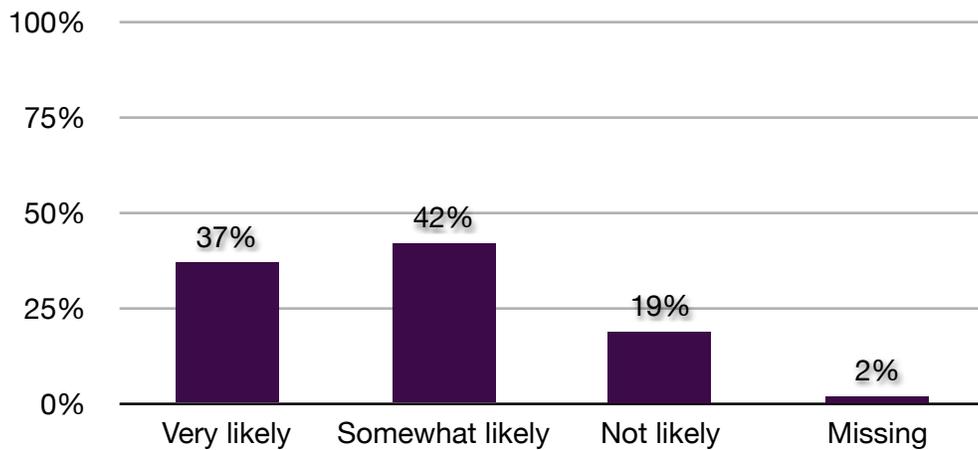


Table 13. Preferred Sites for Communicating with WIC Parents (N=102)

Site	Frequency	Percent (%)
Site for WIC parents	38	31
None	41	33
Facebook	37	30
CafeMom	5	4
Other social media site	0	0
Missing	1	1

## Perceived Usefulness of Various Technologies in WIC

Online survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=102)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	66	27	6	2
Receive appointment reminders via email	49	34	15	2
Schedule your WIC appointments online	64	27	9	1
Text questions to a WIC nutritionist or breastfeeding peer counselor	44	33	20	3
Attend a scheduled WIC class online with a live instructor	28	31	39	2
Access recipes and cooking demonstration videos online featuring WIC foods	50	35	13	2
Access breastfeeding videos available online	32	29	35	3
Read answers to frequently asked questions online	54	35	9	2

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=102)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	29	33	35	2
Breastfeeding Educator	21	23	53	4
Other WIC staff	26	34	38	2

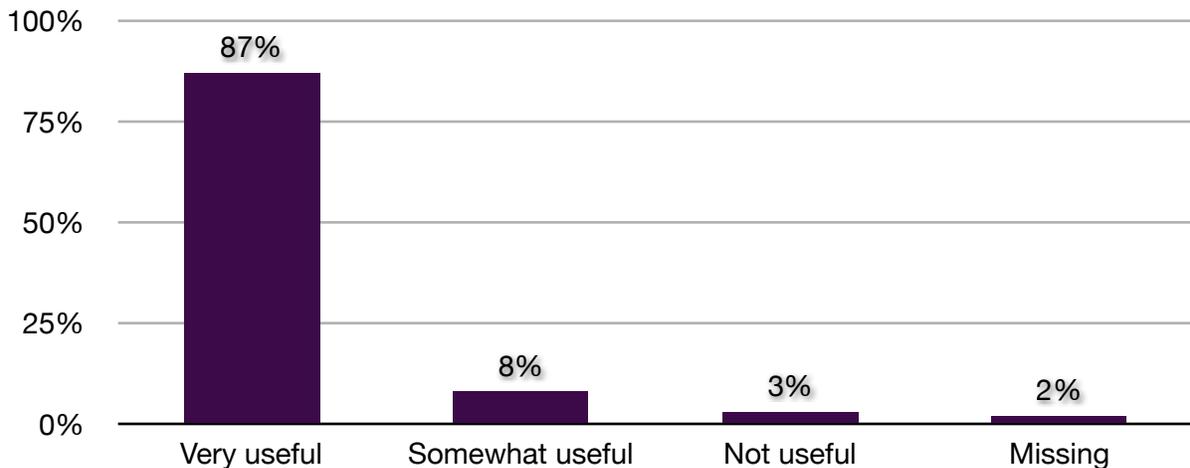
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=102)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	13	24	63	1
Twitter	10	11	74	6
Email	51	34	12	3

Table 17. Perceived Usefulness of WIC Connect Visuals (N=102)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	56	25	17	3
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	79	16	4	1
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	78	9	11	2

Figure 10. Perceived Usefulness of Online Balance Check (N=102)



Appendix D-2:  
Online Survey Results -  
American Samoa

# American Samoa Demographics

The final sample included in the analysis consisted of 25 respondents. Among online survey respondents from American Samoa, 96% indicated that they were WIC clients and 4% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics for American Samoa.

Table 1. Online Survey Respondent Demographics (N=25)

Age	Race	Ethnicity
Mean = 32 years (SD=7.7) Range = 18-53 years  <b>Millennial Generation</b> (ages 20-31), 40% <b>Younger</b> (ages 15-19), 4% <b>Older</b> (ages 32 and up), 56% Missing, 0%	White, 4% African American, 0% Asian, 4% American Indian/Alaskan Native, 0% Native Hawaiian/Pacific Islander, 92% Other, 0% Missing, 0%	Hispanic, n=0 (0%)

Figure 1. Respondents' Age (N=25)

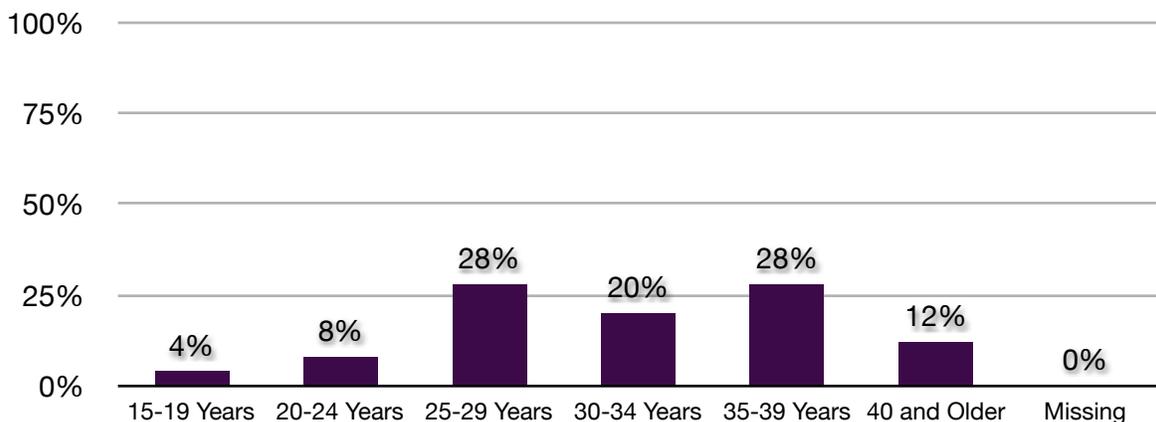


Figure 2. Respondents' Education Level (N=25)

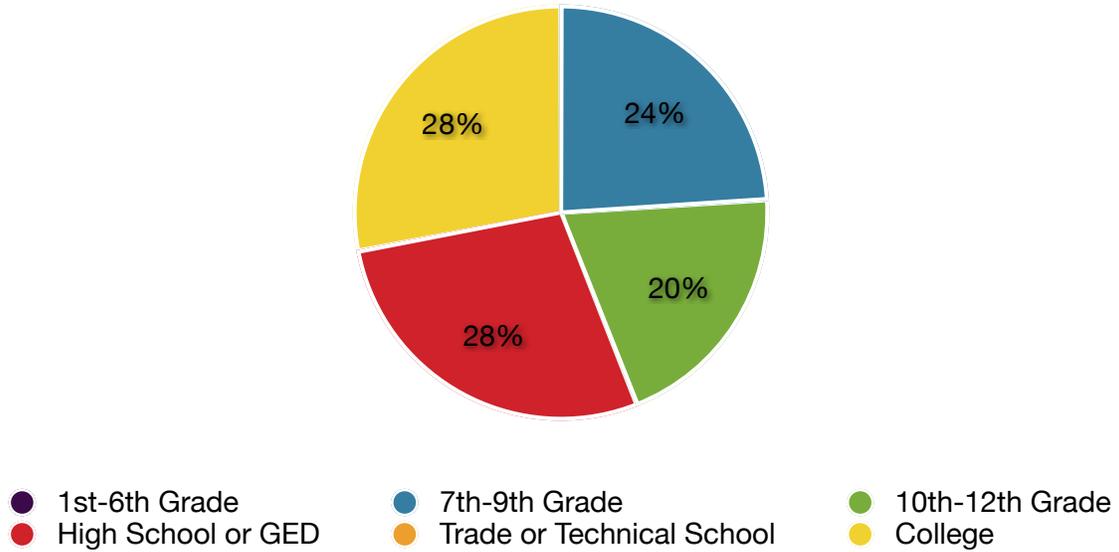


Figure 3. Respondents' Preferred Language (N=25)

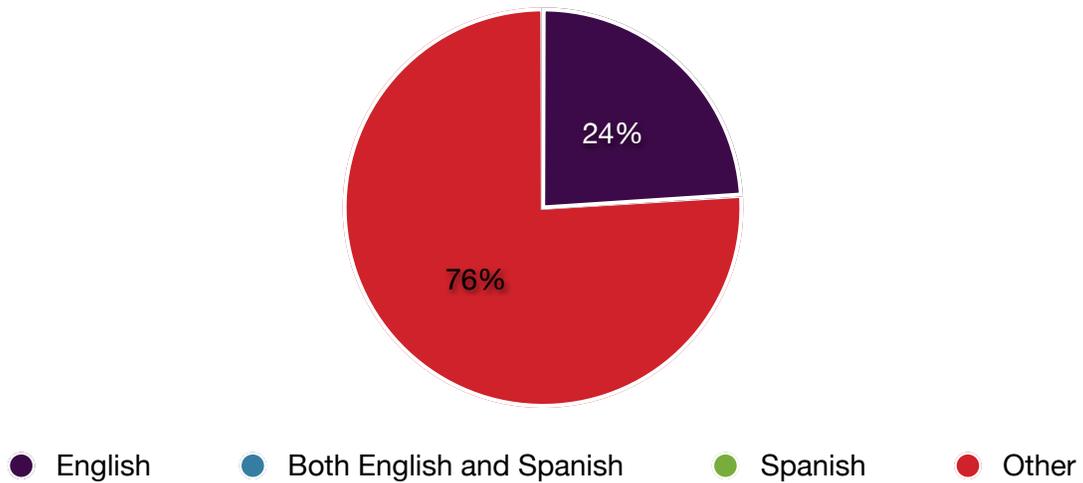
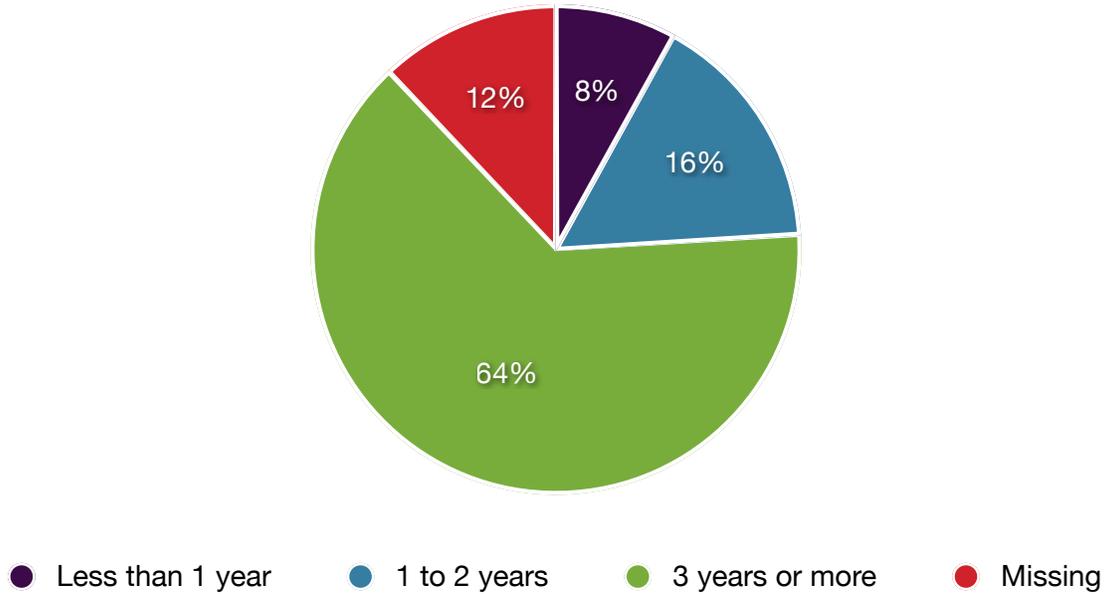


Table 2. Respondents' Parental Status (N=25)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 3.1 children (SD=1.9) Range = 1-8 children	Mother, 88% Pregnant, 0% Father, 4% Foster parent, 0% Grandparent, 4% Other, 0% Missing, 4%	Pregnant, 16% Breastfeeding, 40% Parent/caretaker of baby <12 mo, 48% Parent/caretaker of child > 1 yr, 68%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=25)



# Participant Survey Results

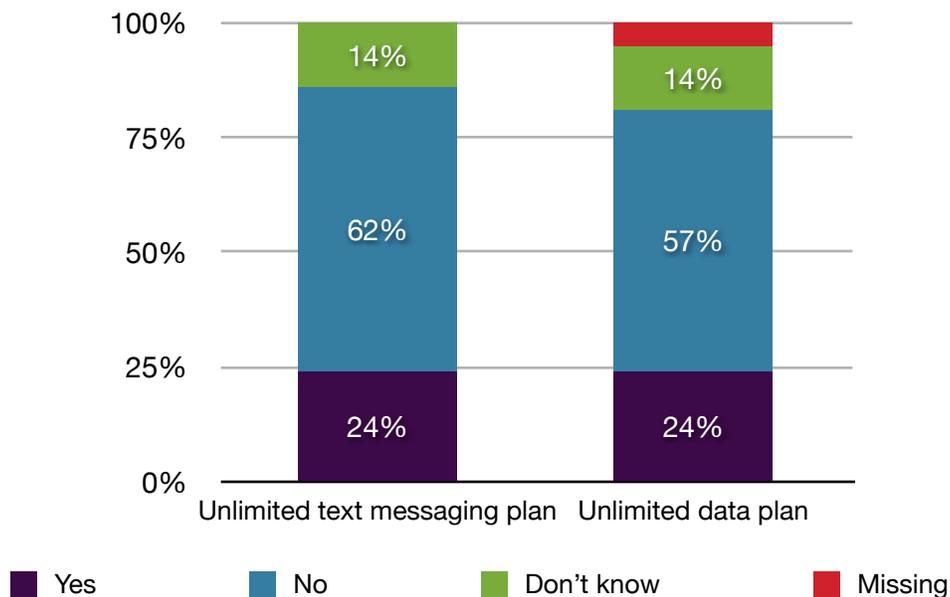
## Cell Phone Use

Among American Samoa online survey respondents, 21 (84%) indicated that they have a cell phone. Of those who own a cell phone, 52% (n=11) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who own a cell phone.

Table 3. Type of Cell Phone Owned (n=21)

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc.)	1	5
Basic cell phone without an internet or data plan	8	38
iPhone	3	14
Other type of cell phone	7	33
Blackberry or Microsoft Windows Phone	2	10

Figure 5. Type of Cell Phone Plan (n=21)



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information (n=21)**

<b>Application/Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
None	18	86
WebMD Mobile	1	5
What to Expect – Pregnancy	0	0
Text4Baby	1	5
Diaper Tracker	0	0
Baby Hub	2	10
Other	0	0

# Internet Usage

## Devices

Online survey respondents were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

Table 5. How Respondents Connect to the Internet (N=25)

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	13	52
Mostly on a cell phone	3	12
Both equally	2	8
Missing	7	28

Table 6. Type of Device Used for Various Technology Tasks (N=25)

Tasks	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	16	68	24
Watch videos	4	24	72
Take photos	56	12	36
Send a photo or video to someone	24	40	44
Post a photo or video online	20	32	52
Play games	44	40	24
Download applications or apps	4	32	60
Participate in a video call or video chat	0	28	68
Locate a store, business, restaurant, or residence	8	12	84
Schedule or cancel an appointment	12	4	80
Scan a QR code to get more information	4	0	96

## Internet Content

None of the online survey respondents from American Samoa, 0% ( $n=0$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Online survey respondents were asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

Table 7. Websites Used for Health and Parenting Information ( $N=25$ )

Website	Frequency	Percent (%)
WebMD	2	8
BabyCenter	7	28
PBS Kids	8	32
None	13	52
The Bump	0	0
Circle of Moms	3	12
CafeMom	4	16
Other website	0	0

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently online survey respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use (N=25)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	28	12	4	0	8	48	0
Email	24	20	12	16	4	24	0
Facebook	28	24	12	0	8	28	0
Instant messaging	20	12	0	4	16	48	0
Twitter	4	4	0	0	0	92	0
Other social media	4	0	4	0	0	92	0

## Facebook Use

A majority of online survey respondents (n=17, 68%) reported that they use Facebook. Of these, 82% indicated that they had ever 'liked' a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook Activity Among Facebook Users (n=17)

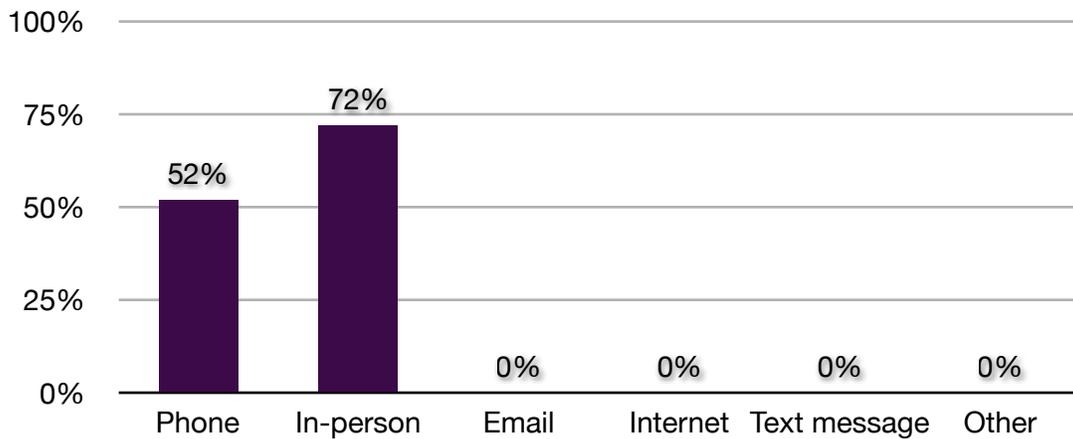
	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	29	29	12	18	12	0	0
Read updates and news from friends and family	29	47	6	6	12	0%	0
Read updates and news from pages and brands that I like	18	47	0	24	12	0	0
"Like" or comment on other people's updates	18	47	12	12	12	0	0
"Like" or comment on the update of a group or business	12	35	12	12	18	12	0
Send private messages to others	18	29	6	12	18	18	0
Share photos and videos with others	12	24	6	18	24	18	0
Chat with friends and family	18	59	0	12	6	6	0
Join groups	6	12	0	6	0	77	0
Chat with a group	6	18	0	0	0	77	0

# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education. Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=25)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=25)*

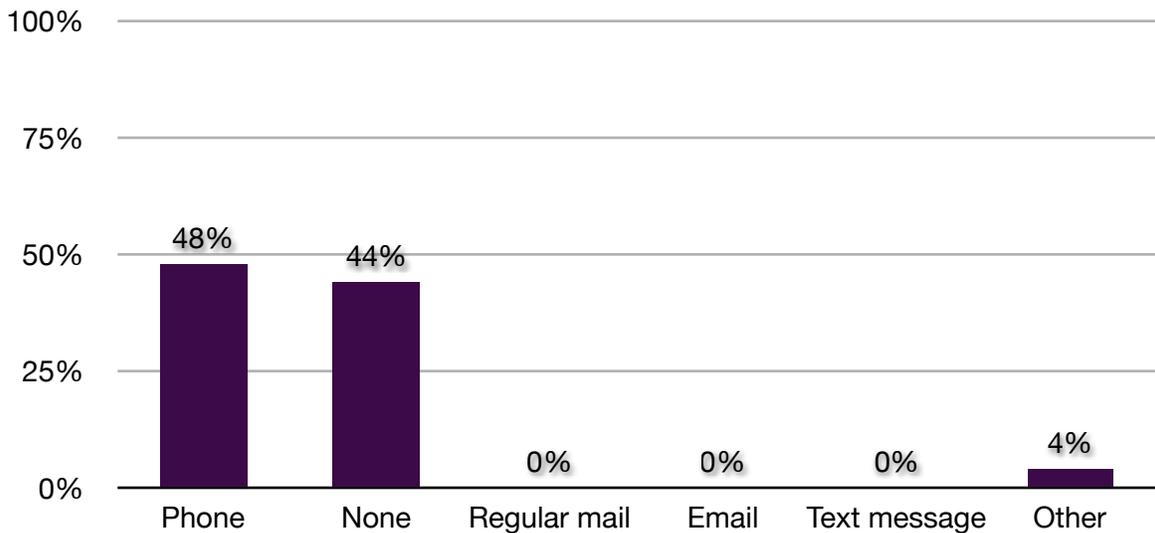


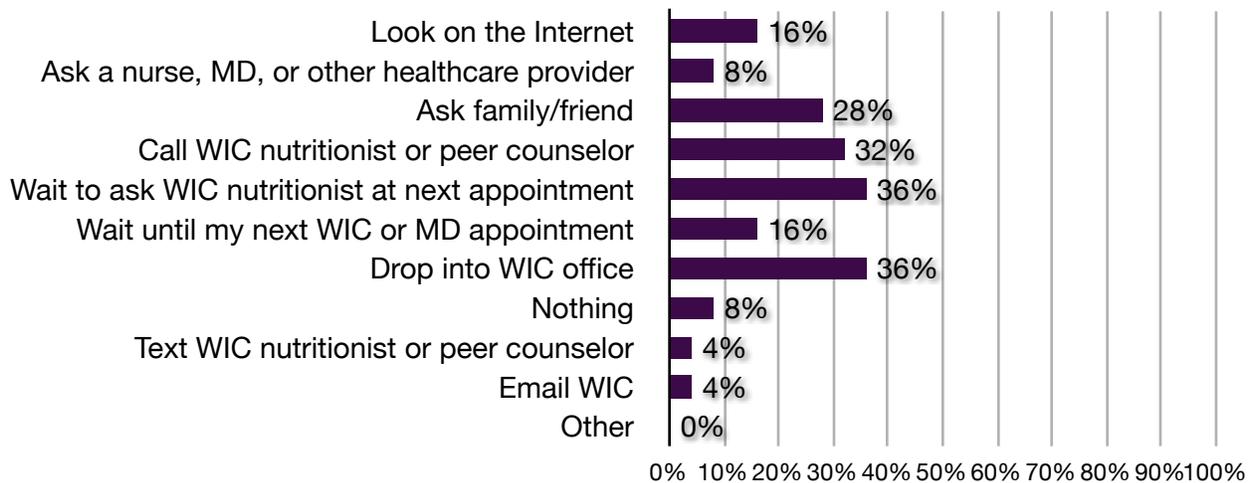
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=25)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
In person, one-on-one with nutritionist or WIC staff	60	60
Group classes at my WIC clinic	56	60
On the Internet	4	20
In person, one-on-one with breastfeeding educator or peer counselor	36	40
Lessons I take home	28	40
Self-paced lessons I do on my own at my WIC clinic	0	12
Kiosk in waiting room at my WIC clinic	4	12
Video/Skype one-on-one counseling with nutritionist or WIC staff	0	32
Video/Skype one-on-one counseling with breastfeeding educator	0	28

### Nutrition and Breastfeeding Related Resources

Online survey respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N=25)



## Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question, respondents were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=25)

Topic	Percent (%) of respondents interested
I am not interested in joining a group	28
Toddlers	36
Healthy eating	56
Parenting	48
Exercise	44
Preschoolers	36
Infants	24
Breastfeeding	24
Newborns	16
Pregnancy	20

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=25)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	52
Facebook	28
Neither	32
Other social media site	0

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=25)

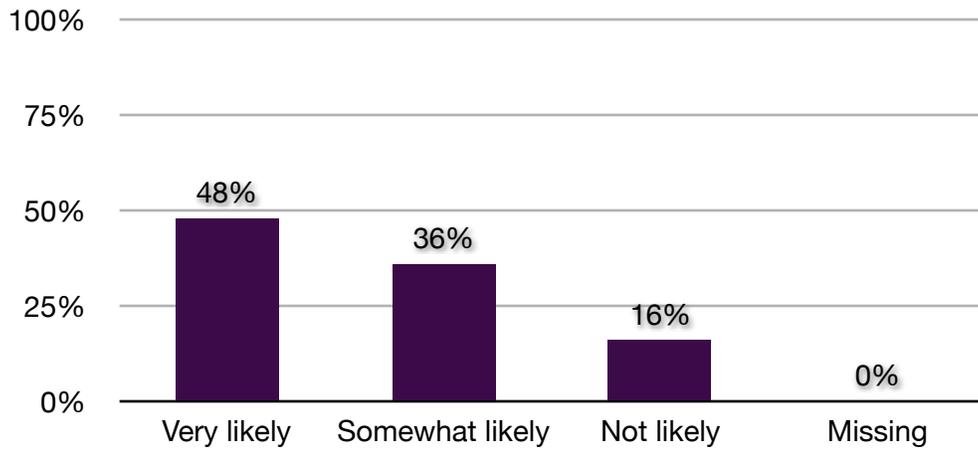


Table 13. Preferred Sites for Communicating with WIC Parents (N=25)

Site	Frequency	Percent (%)
Site for WIC parents	11	44
None	8	32
Facebook	2	8
CafeMom	4	16
Other social media site	0	0
Missing	0	0

## Perceived Usefulness of Various Technologies in WIC

Online survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=25)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	48	32	20	0
Receive appointment reminders via email	60	16	20	4
Schedule your WIC appointments online	48	28	24	0
Text questions to a WIC nutritionist or breastfeeding peer counselor	32	52	16	0
Attend a scheduled WIC class online with a live instructor	56	20	20	4
Access recipes and cooking demonstration videos online featuring WIC foods	48	28	24	0
Access breastfeeding videos available online	60	20	16	4
Read answers to frequently asked questions online	52	12	28	8

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=24)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	68	28	4	0
Breastfeeding Educator	64	28	8	0
Other WIC staff	60	32	8	0

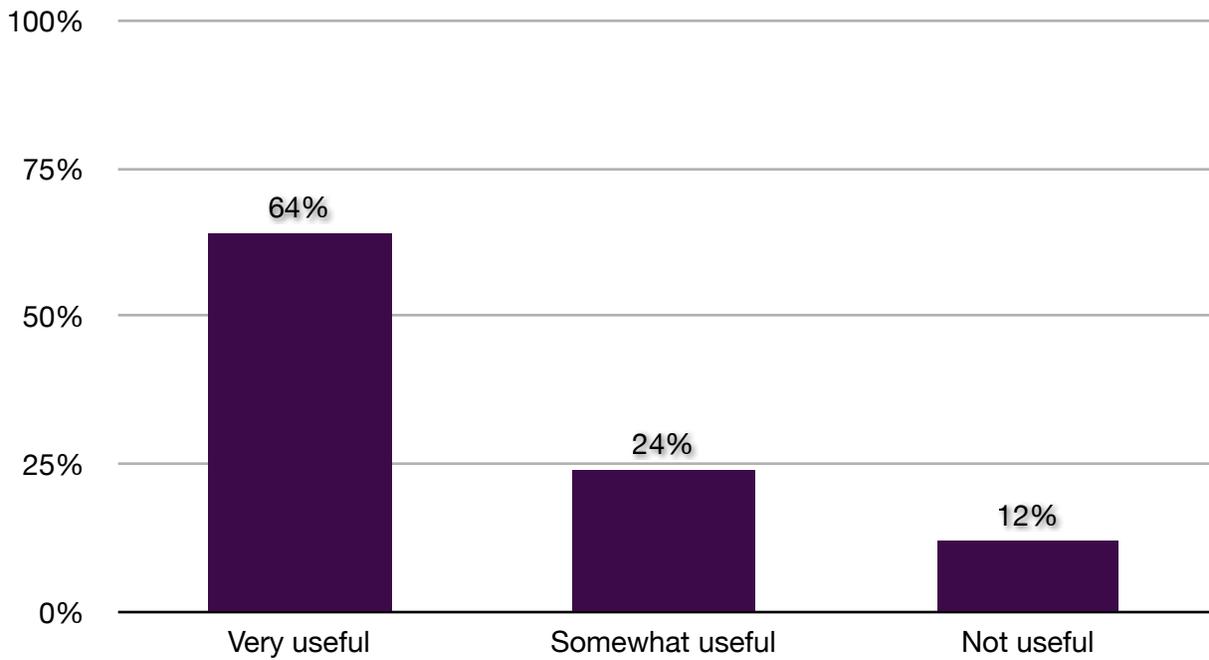
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=25)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	56	24	20	0
Twitter	32	28	40	0
Email	64	8	28	0

Table 17. Perceived Usefulness of WIC Connect Visuals (N=25)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	40	28	32	0
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	60	12	24	4
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	48	24	24	45

Figure 10. Perceived Usefulness of Online Balance Check (N=25)



Appendix D-3:  
Online Survey Results - Arizona

# Arizona Demographics

The final sample included in the analysis consisted of 246 respondents. Among online survey respondents from Alaska, 83% indicated that they were WIC clients and 17% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics for Arizona.

Table 1. Online Survey Respondent Demographics (N=246)

Age	Race	Ethnicity
Mean = 30 years ( <i>SD</i> =8.1) Range = 16-60 years  <b>Millennial Generation</b> (ages 20-31), 53% <b>Younger</b> (ages 15-19), 8% <b>Older</b> (ages 32 and up), 33% Missing, 6%	White, 70% African American, 4% Asian, 2% American Indian/Alaskan Native, 10% Native Hawaiian/Pacific Islander, 1% Other, 4% Missing, 9%	Hispanic, <i>n</i> =139 (57%)

Figure 1. Respondents' Age (N=246)

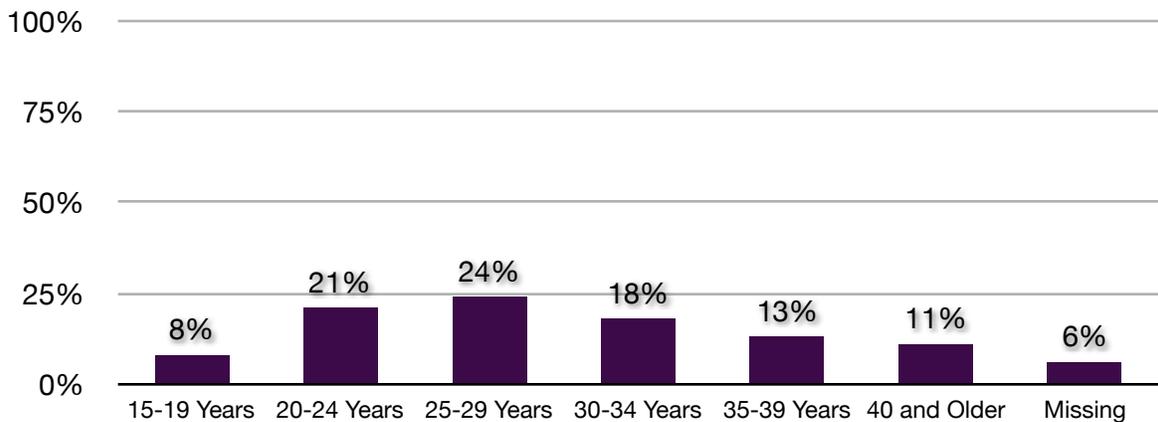


Figure 2. Respondents' Education Level (N=246)

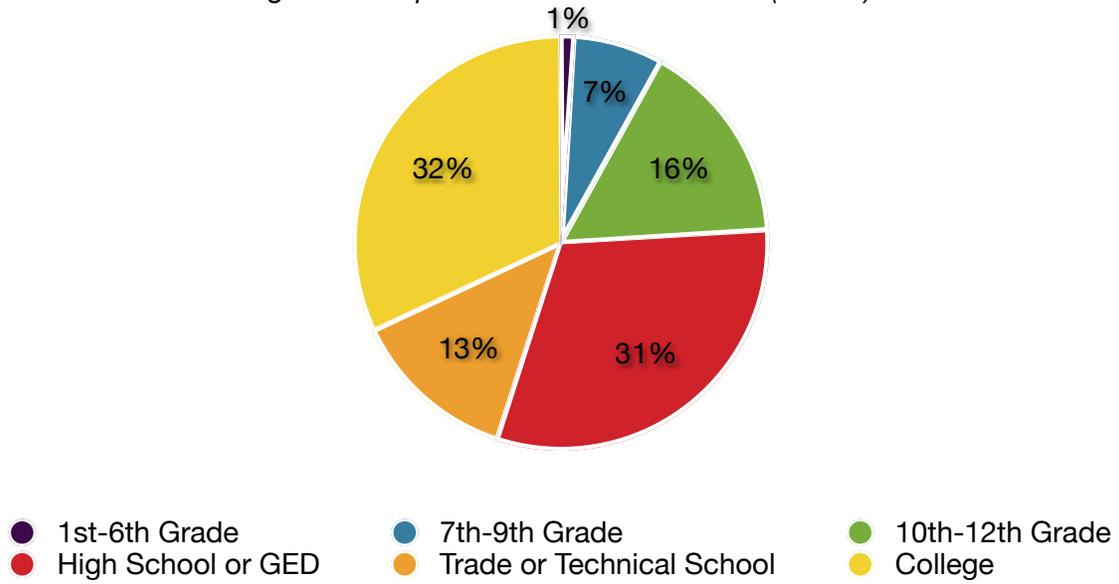


Figure 3. Respondents' Preferred Language (N=246)

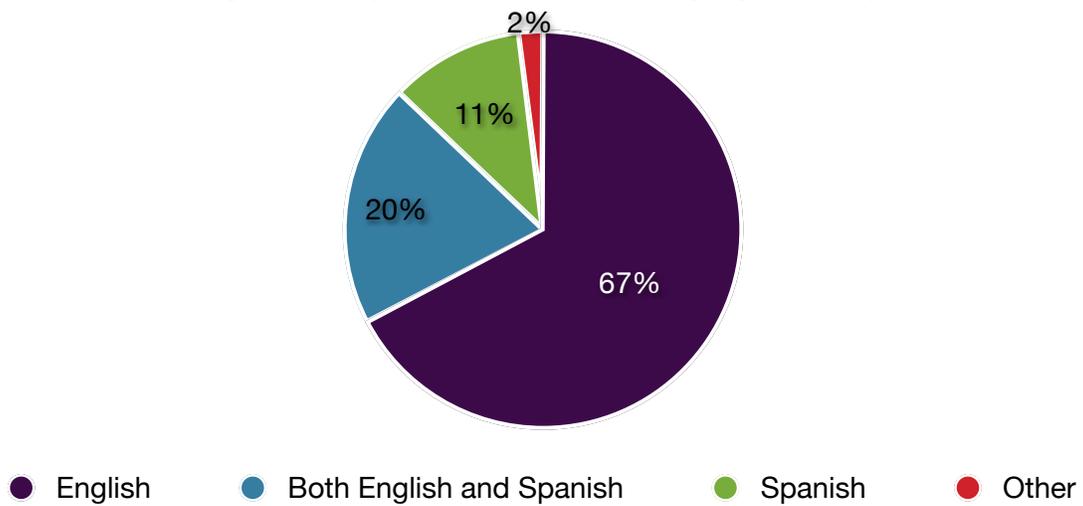
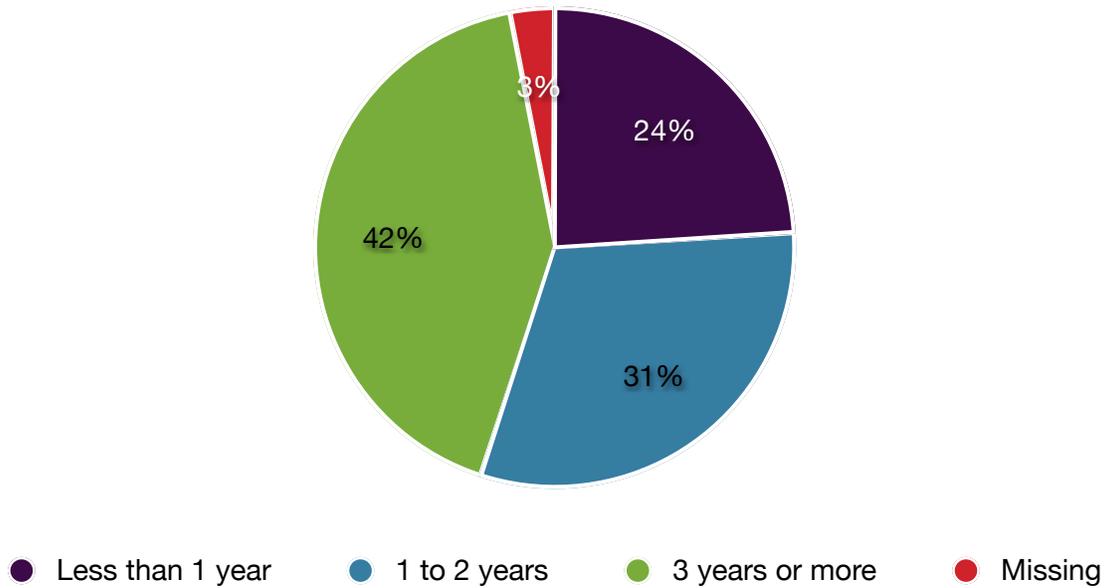


Table 2. Respondents' Parental Status (N=246)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean=2.3 children (SD=1.4) Range=0-9 children	Mother, 86% Pregnant, 3% Father, 3% Foster parent, 0% Grandparent, 3% Other, 2% Missing, 3%	Pregnant, 14% Breastfeeding, 20% Parent/caretaker of baby <12 mo, 39% Parent/caretaker of child > 1 yr, 73%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=246)



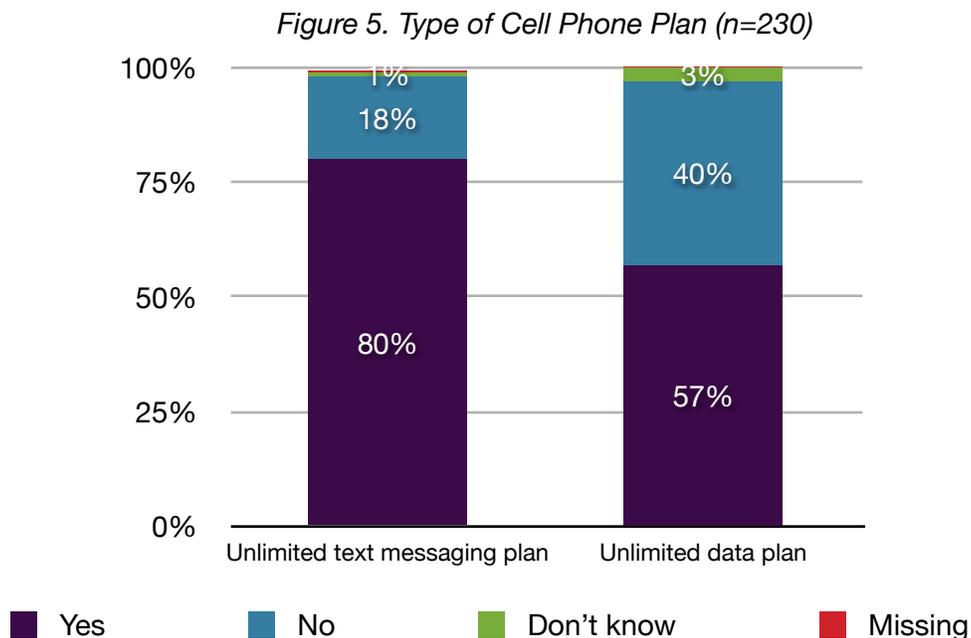
# Participant Survey Results

## Cell Phone Use

Among Arizona online survey respondents, 230 respondents (94%) indicated that they have a cell phone. Of those, 91% ( $n=210$ ) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who own a cell phone.

Table 3. Type of Cell Phone Owned ( $n=230$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc.)	86	37
Basic cell phone without an internet or data plan	60	26
iPhone	15	7
Other type of cell phone	52	23
Blackberry or Microsoft Windows Phone	17	7



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information (n=230)**

<b>Application/Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
None	171	74
WebMD Mobile	34	15
What to Expect – Pregnancy	17	7
Text4Baby	13	6
Diaper Tracker	4	2
Baby Hub	5	2
Other	6	3

# Internet Usage

## Devices

Online survey respondents were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

Table 5. How Respondents Connect to the Internet (N=246)

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	114	46
Mostly on a cell phone	71	29
Both equally	52	21
Missing	9	4

Table 6. Type of Device Used for Various Technology Tasks (N=246)

Task	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	50	52	18
Watch videos	34	45	34
Take photos	83	13	11
Send a photo or video to someone	72	31	16
Post a photo or video online	42	37	35
Play games	46	34	34
Download applications or apps	43	28	40
Participate in a video call or video chat	14	21	67
Locate a store, business, restaurant, or residence	48	41	28
Schedule or cancel an appointment	55	14	35
Scan a QR code to get more information	15	7	76

## Internet Content

Among online survey respondents from Arizona, 18% of respondents ( $n=44$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Online survey respondents were asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

Table 7. Websites Used for Health and Parenting Information ( $N=246$ )

Website	Frequency	Percent (%)
WebMD	76	31
BabyCenter	54	22
PBS Kids	36	15
None	101	41
The Bump	11	5
Circle of Moms	9	4
CafeMom	7	3
Other website	18	7

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use (n= 246)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	71	5	5	2	2	13	3
Email	37	13	11	8	15	16	2
Facebook	42	11	6	6	8	26	1
Instant messaging	35	7	5	4	7	42	1
Twitter	4	2	0	2	3	85	4
Other social media	7	5	3	3	8	69	5

## Facebook Use

A majority of online survey respondents (n=177, 72%) reported that they use Facebook. Of these, 61% indicated that they had ever ‘liked’ a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook Activity Among Facebook Users (n=177)

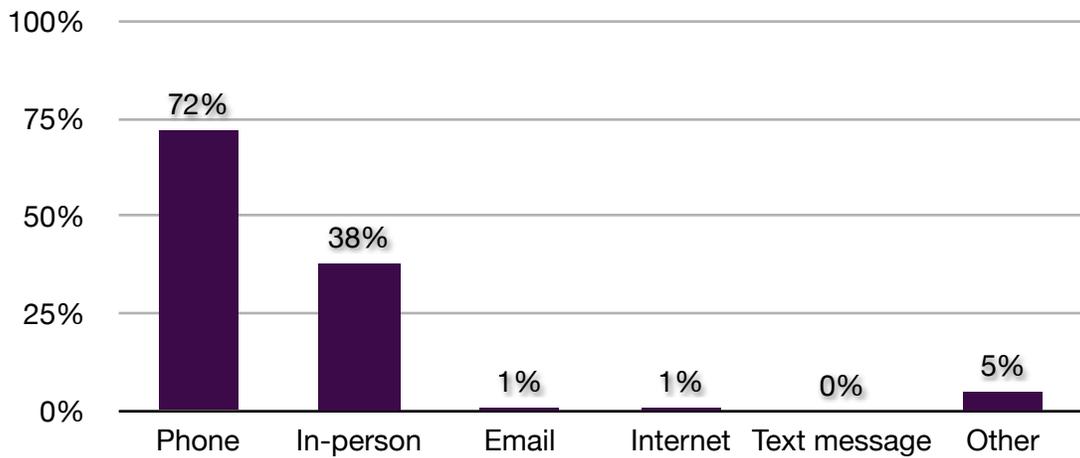
	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	19	17	11	9	31	14	0
Read updates and news from friends and family	49	18	9	9	14	2	1
Read updates and news from pages and brands that I like	31	17	9	9	18	17	1
"Like" or comment on other people's updates	41	18	10	11	12	7	1
"Like" or comment on the update of a group or business	28	12	9	10	16	25	1
Send private messages to others	24	11	16	10	20	18	1
Share photos and videos with others	27	9	15	12	23	14	2
Chat with friends and family	28	18	12	10	19	12	1
Join groups	9	6	4	6	23	52	2
Chat with a group	9	7	3	2	15	63	1

# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education. Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=246)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=246)*

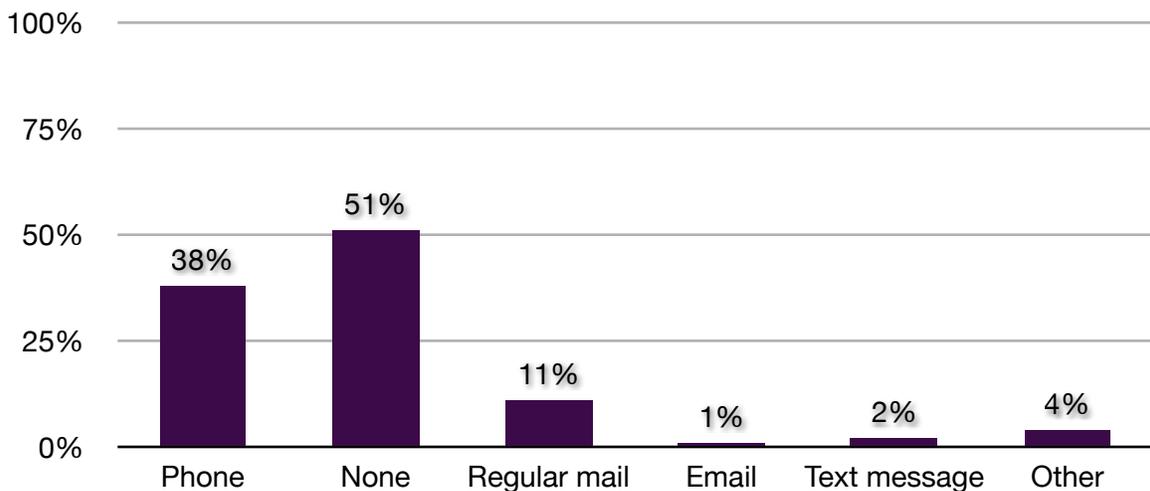


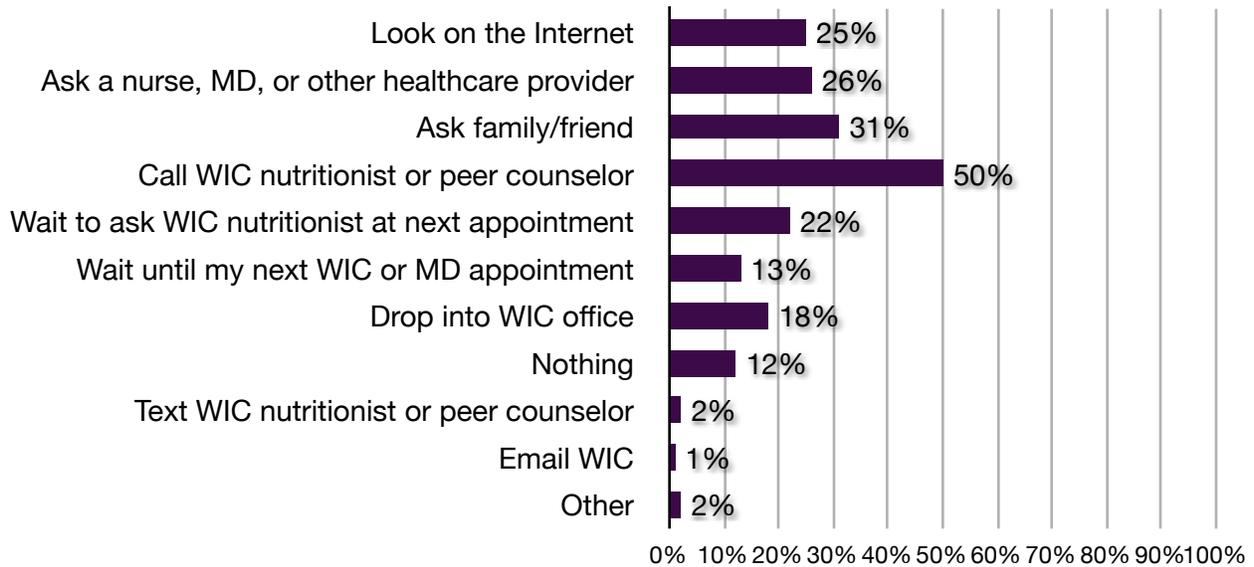
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=246)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
	%	%
In person, one-on-one with nutritionist or WIC staff	86	83
Group classes at my WIC clinic	8	22
On the Internet	3	32
In-person, one-on-one with breastfeeding educator or peer counselor	10	22
Lessons I take home	6	15
Self-paced lessons I do on my own at my WIC clinic	1	7
Kiosk in waiting room at my WIC clinic	1	5
Video/Skype one-on-one counseling with nutritionist or WIC staff	0	5
Video/Skype one-on-one counseling with breastfeeding educator	0	3

### Nutrition and Breastfeeding Related Resources

Online survey respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N=246)



### Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question, respondents were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=246)

Topic	Percent (%) of respondents interested
I am not interested in joining a group	47
Toddlers	31
Healthy eating	27
Parenting	27
Exercise	27
Preschoolers	22
Infants	19
Breastfeeding	13
Newborns	13
Pregnancy	12

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=246)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	35
Facebook	35
Neither	42
Other social media site	2

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=246)

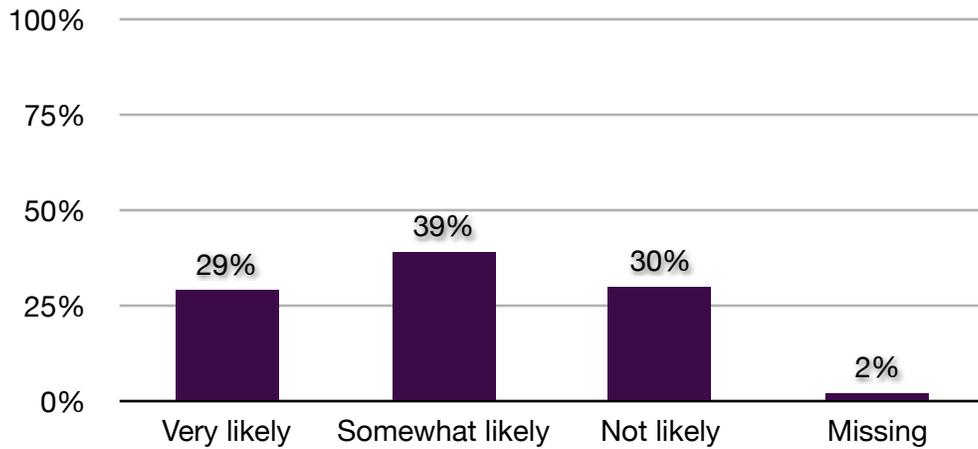


Table 13. Preferred Sites for Communicating with WIC Parents (N=246)

Site	Frequency	Percent (%)
Site for WIC parents	54	22
None	103	42
Facebook	75	31
CafeMom	11	5
Other social media site	0	0
Missing	3	1

## Perceived Usefulness of Various Technologies in WIC

Online survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=246)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	63	18	13	6
Receive appointment reminders via email	39	33	21	7
Schedule your WIC appointments online	48	27	21	4
Text questions to a WIC nutritionist or breastfeeding peer counselor	48	26	20	6
Attend a scheduled WIC class online with a live instructor	32	31	31	6
Access recipes and cooking demonstration videos online featuring WIC foods	53	28	13	6
Access breastfeeding videos available online	39	26	28	7
Read answers to frequently asked questions online	52	30	12	6

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=246)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	39	32	25	4
Breastfeeding Educator	34	26	33	7
Other WIC staff	37	33	24	6

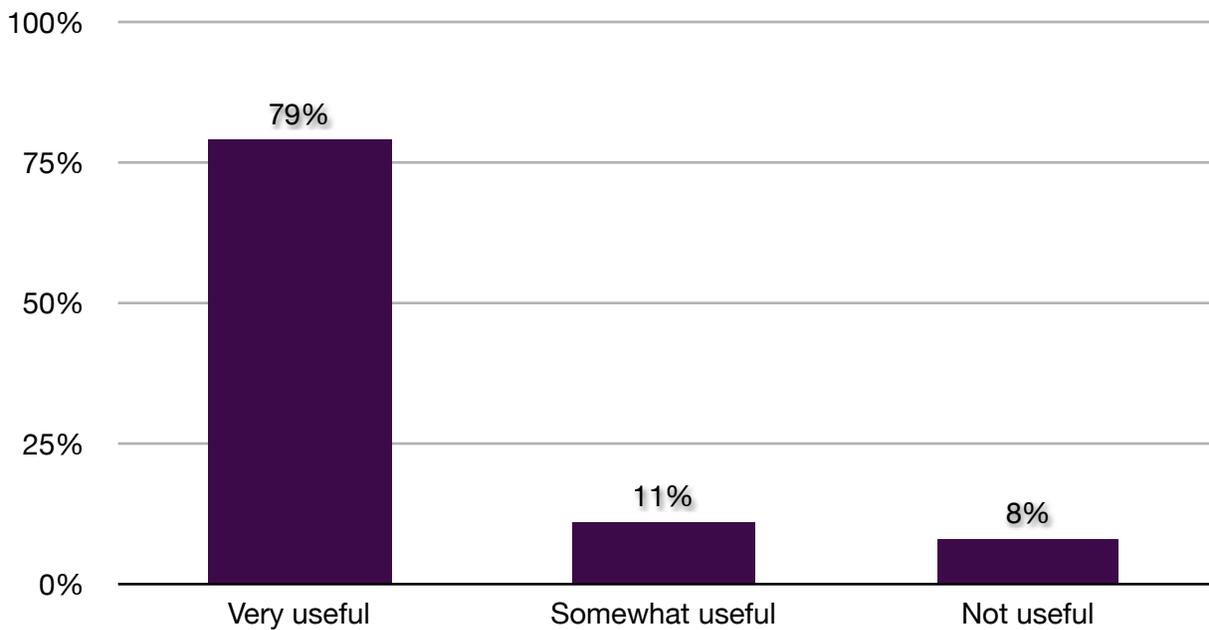
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=246)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	54	28	15	4
Twitter	12	16	61	11
Email	18	31	46	6

Table 17. Perceived Usefulness of WIC Connect Visuals (N=246)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	54	25	18	4
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	64	22	10	4
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	79	11	9	2

Figure 10. Perceived Usefulness of Online Balance Check (N=246)



# Appendix D-4: Online Survey Results-California

# California Demographics

The final sample included in the analysis consisted of 6,108 respondents. Of these, 99% indicated that they were WIC clients and 1% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics for California.

Table 1. Online Survey Respondent Demographics (N=6,108)

Age	Race	Ethnicity
Mean = 29 years (SD=6.7) Range = 15-73 years  <b>Millennial Generation</b> (ages 20-31), 62% <b>Younger</b> (ages 15-19), 4% <b>Older</b> (ages 32 and up), 30% Missing, 4%	White, 52% African American, 8% Asian, 8% American Indian/Alaskan Native, 5% Native Hawaiian/Pacific Islander, 2% Other, 4% Missing, 21%	Hispanic, n=3,451 (57%)

Figure 1. Respondents' Age (N=6,108)

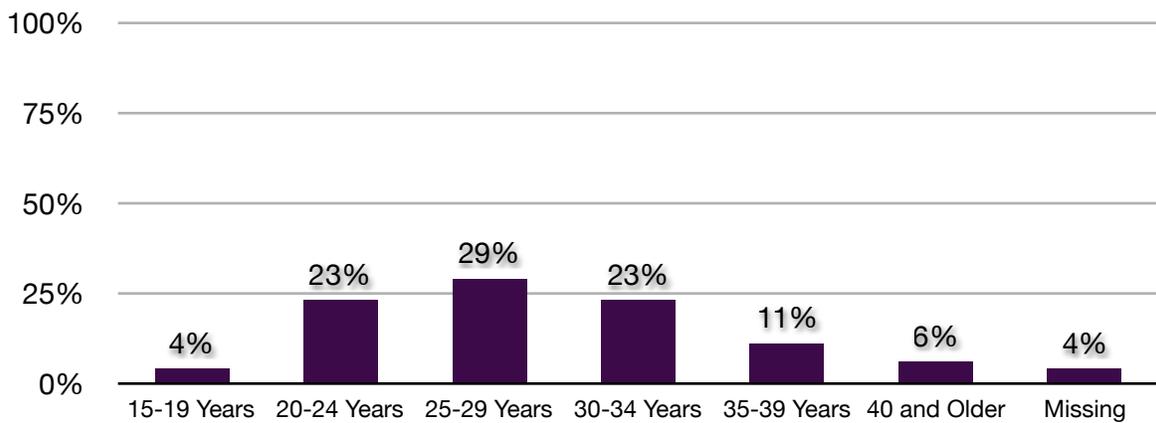


Figure 2. Respondents' Level (N=6,108)

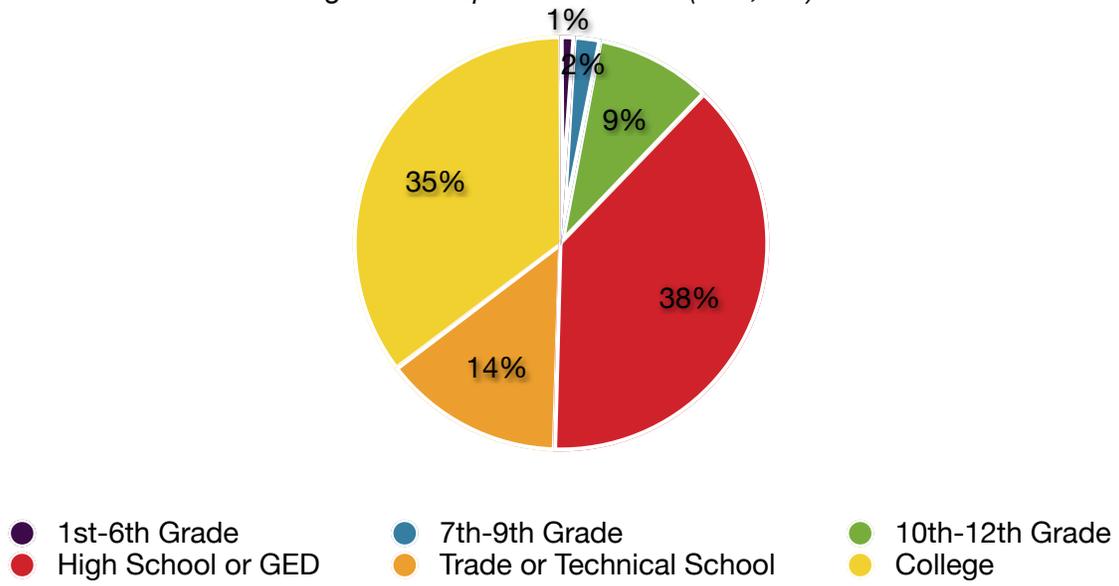


Figure 3. Respondents' Preferred Language (N=6,108)

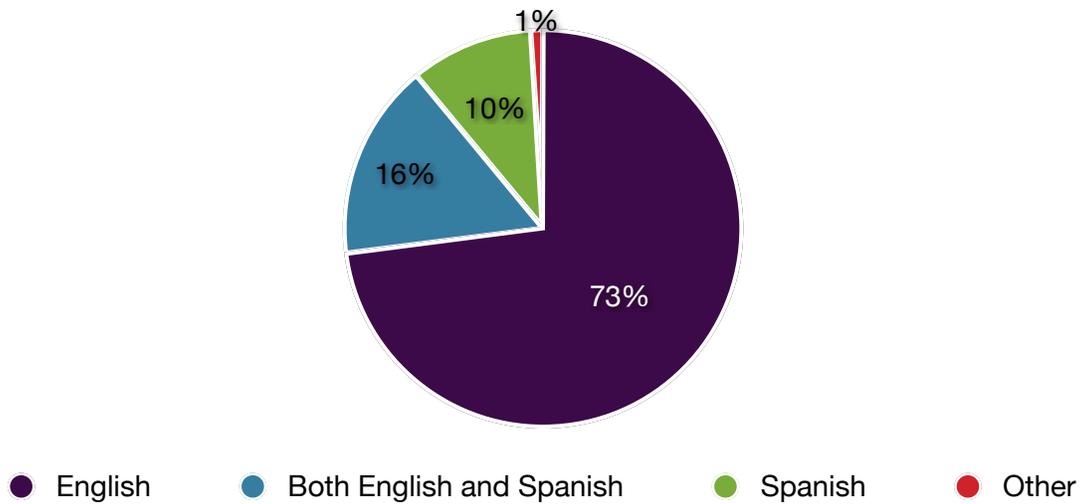
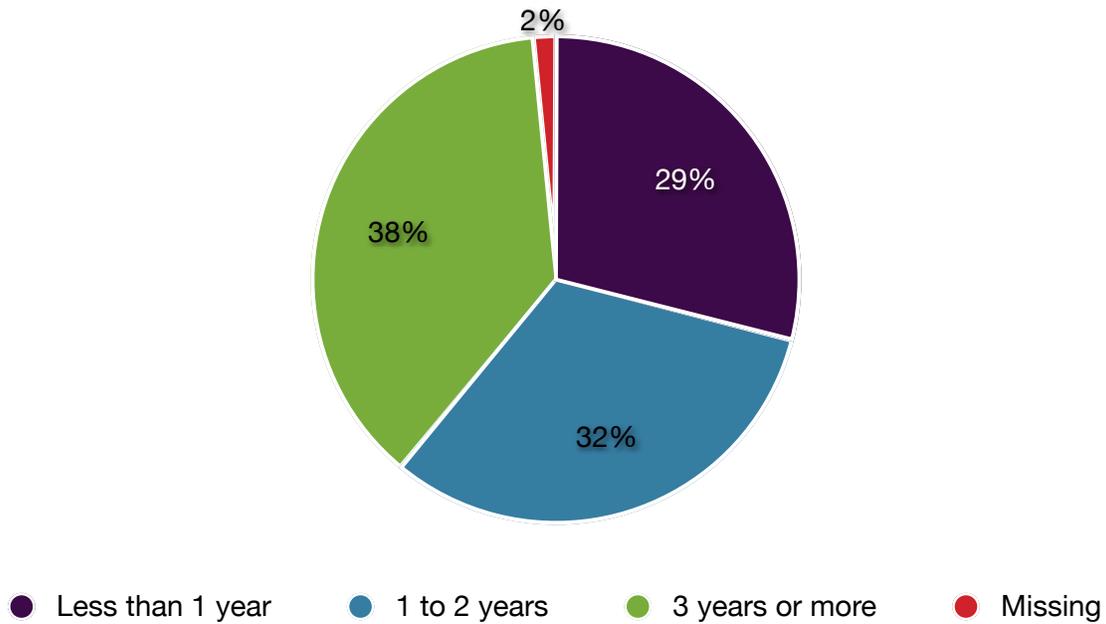


Table 2. Respondents' Parental Status (N=6,108)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 2.1 children (SD=1.3) Range = 0 to 16 children	Mother, 89% Pregnant, 6% Father, 1% Foster parent, 1% Grandparent, 1% Other, 1% Missing, 1%	Pregnant, 16% Breastfeeding, 21% Parent/caretaker of baby <12 mo, 34% Parent/caretaker of child > 1 yr, 76%

Figure 4. Number of Years Enrolled in WIC in Previous Five Years (N=6,108)



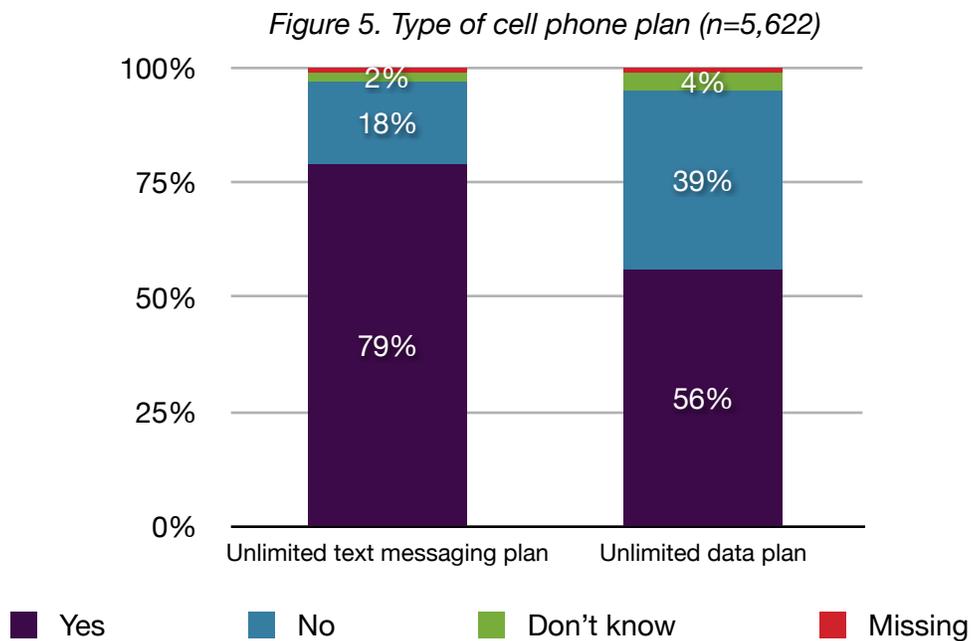
# Participant Survey Results

## Cell Phone Use

Among California online survey respondents, 5,622 (92%) indicated that they have a cell phone. Of those who own a cell phone, 94% ( $n=5,261$ ) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who own a cell phone.

Table 3. Type of Cell Phone Owned ( $n=5,622$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc)	2,133	38
Basic cell phone without an internet or data plan	1,415	25
iPhone	881	16
Other type of cell phone	811	14
Blackberry or Microsoft Windows Phone	368	7



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information (n=5,622)**

<b>Application/Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
None	3,770	67
WebMD Mobile	930	17
What to Expect – Pregnancy	763	14
Text4Baby	178	3
Diaper Tracker	91	2
Baby Hub	132	2
Other	392	7

# Internet Usage

## Devices

Online survey respondents were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

**Table 5. How Respondents Connect to the Internet (N=6,108)**

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	2,960	49
Mostly on a cell phone	1,521	25
Both equally	1,568	26
Missing	59	1

**Table 6. Type of Device Used for Various Technology Tasks (N=6,108)**

Task	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	56	65	6
Watch videos	32	60	20
Take photos	81	17	10
Send a photo or video to someone	70	42	10
Post a photo or video online	44	48	24
Play games	42	39	32
Download applications or apps	49	28	29
Participate in a video call or video chat	17	32	51
Locate a store, business, restaurant, or residence	57	59	9
Schedule or cancel an appointment	58	32	21
Scan a QR code to get more information	18	8	69

## Internet Content

Among online survey respondents from California, 23% ( $n=1,391$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Respondents were also asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

Table 7. Websites Used for Health and Parenting Information (N=6,108)

Website	Frequency	Percent (%)
WebMD	2,344	38
BabyCenter	2,335	38
PBS Kids	1,186	19
None	1,557	26
The Bump	503	8
Circle of Moms	395	7
CafeMom	365	6
Other website	544	9

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use (N=6,108)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	71	7	5	3	3	9	2
Email	43	19	11	10	9	4	2
Facebook	44	15	7	7	7	18	2
Instant messaging	26	6	6	6	13	40	4
Twitter	4	2	1	2	4	81	7
Other social media	7	4	3	3	6	67	9

## Facebook Use

A majority of online survey respondents (n=4,865; 80%) reported that they use Facebook. Of these, 66% indicated that they had ever 'liked' a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook Activity Among Facebook Users (n=4,865)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	17	15	15	16	27	9	1
Read updates and news from friends and family	46	23	10	11	9	1	1
Read updates and news from pages and brands that I like	29	17	11	11	14	17	1
"Like" or comment on other people's updates	38	19	13	12	12	5	1
"Like" or comment on the update of a group or business	24	14	10	10	17	24	2
Send private messages to others	20	14	16	16	25	8	1
Share photos and videos with others	20	12	17	15	27	9	2
Chat with friends and family	25	14	15	14	20	10	1
Join groups	7	4	5	6	25	51	2
Chat with a group	6	3	3	5	13	69	3

# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education. Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

Figure 6. How Respondents Currently Make WIC Appointments (N=6,108)

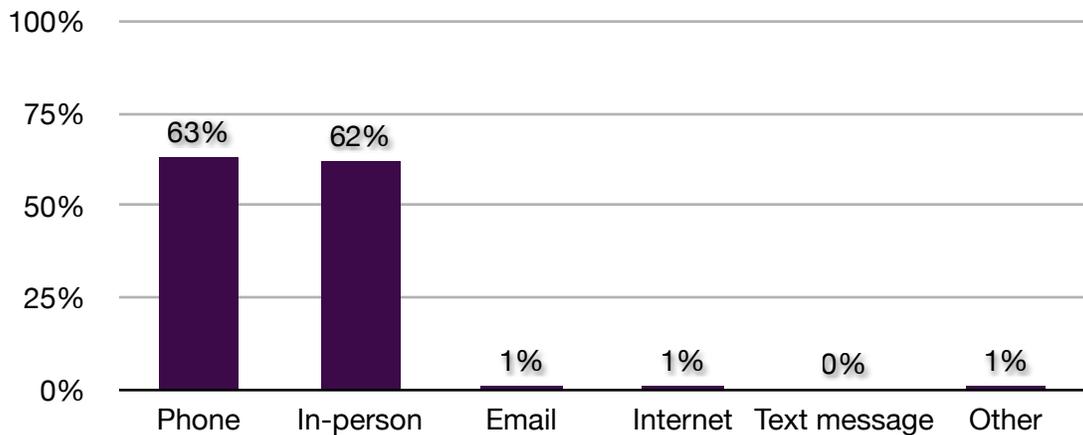


Figure 7. How Respondents Currently Receive Appointment Reminders (N=6,108)

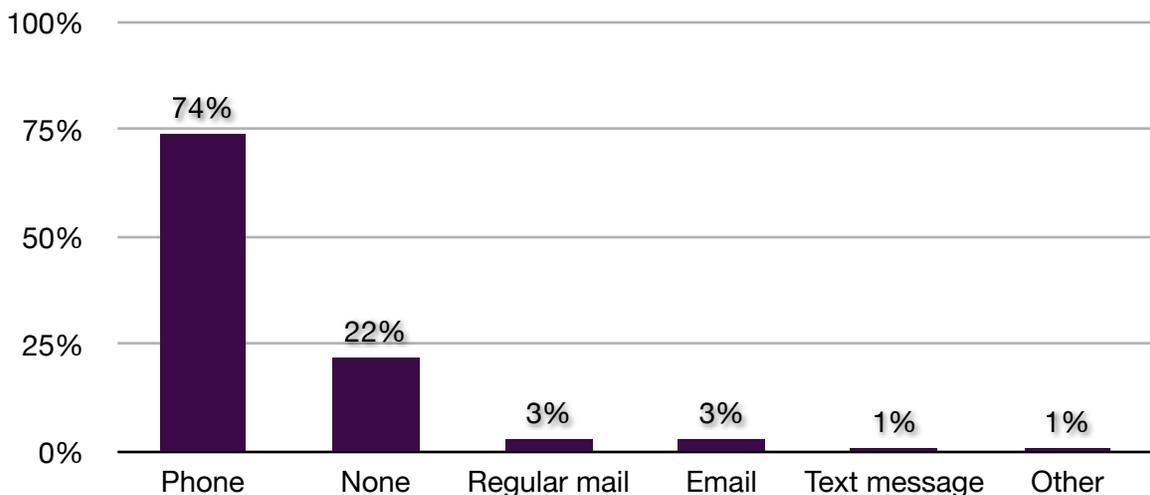


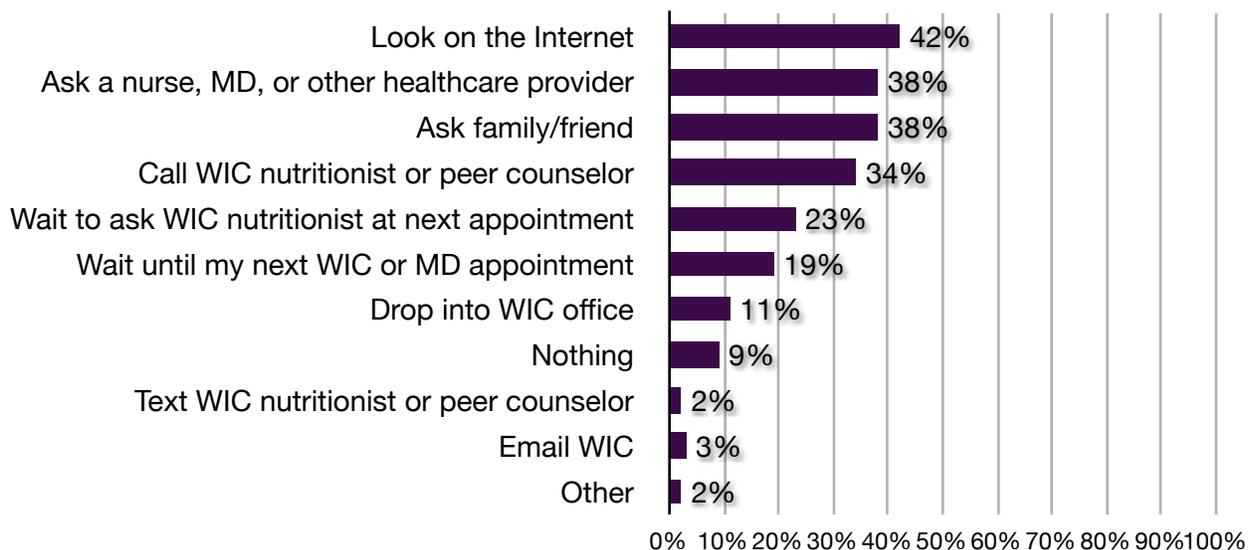
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=6,108)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
In person, one-on-one with nutritionist or WIC staff	72	53
Group classes at my WIC clinic	44	28
On the Internet	23	62
In person, one-on-one with breastfeeding educator or peer counselor	10	17
Lessons I take home	7	24
Self-paced lessons I do on my own at my WIC clinic	2	8
Kiosk in waiting room at my WIC clinic	2	5
Video/Skype one-on-one counseling with nutritionist or WIC staff	1	9
Video/Skype one-on-one counseling with breastfeeding educator	0	5

### Nutrition and Breastfeeding Related Resources

Online survey respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N=6,108)



## Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question, respondents were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=6,108)

Topic	Percent (%) of respondents interested
I am not interested in joining a group	43
Toddlers	34
Healthy eating	33
Parenting	33
Exercise	31
Preschoolers	27
Infants	21
Breastfeeding	16
Newborns	15
Pregnancy	13

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=6,108)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	48
Facebook	35
Neither	32
Other social media site	1

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=6,108)

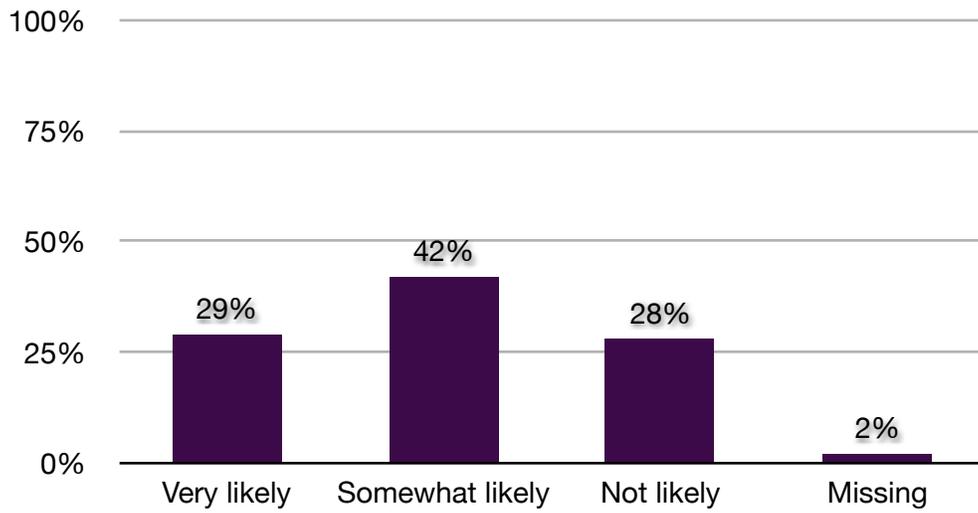


Table 13. Preferred Sites for Communicating with WIC Parents (N=6,108)

Site	Frequency	Percent (%)
Site for WIC parents	2,367	39
None	1,988	33
Facebook	1,538	25
CafeMom	131	2
Other social media site	18	0
Missing	66	1

## Perceived Usefulness of Various Technologies in WIC

Online survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=6,108)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	69	18	11	3
Receive appointment reminders via email	60	27	10	3
Schedule your WIC appointments online	69	19	9	3
Text questions to a WIC nutritionist or breastfeeding peer counselor	52	26	18	4
Attend a scheduled WIC class online with a live instructor	47	31	18	4
Access recipes and cooking demonstration videos online featuring WIC foods	66	23	8	3
Access breastfeeding videos available online	46	23	27	5
Read answers to frequently asked questions online	62	27	8	4

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=6,108)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	46	32	21	1
Breastfeeding Educator	34	25	36	5
Other WIC staff	40	34	23	4

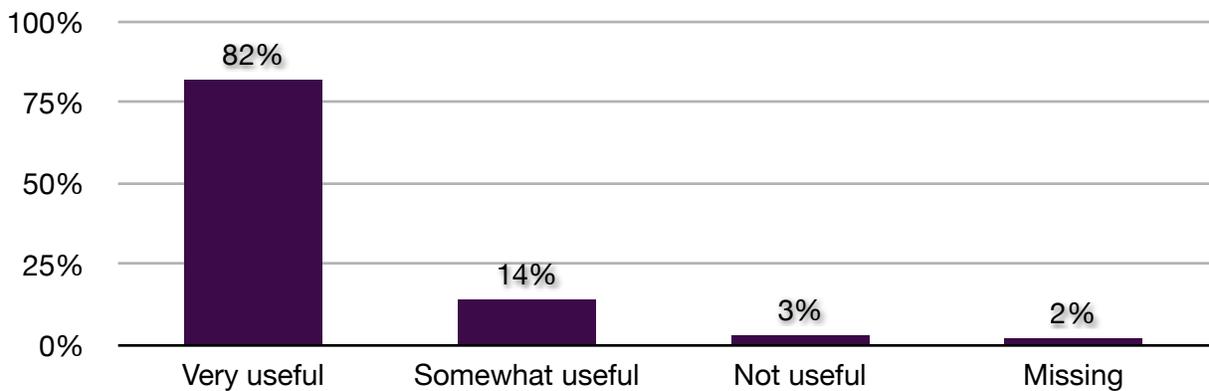
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=6,108)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	61	22	15	3
Twitter	13	12	65	10
Email	63	25	9	3

Table 17. Perceived Usefulness of WIC Connect Visuals (N=6,108)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	67	22	8	3
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	75	18	5	2
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	73	14	10	3

Figure 10. Perceived Usefulness of Online Balance Check (N= 6,108)



# Spanish Language Respondents

Among California respondents, 10% ( $n=579$ ) indicated that their preferred language is Spanish. The following two pages present selected survey data from these Spanish-speaking Californians.

*Cell phone use.* The majority (85%;  $n=490$ ) of Spanish speakers indicated that they have a cell phone.

*Online group membership.* Only 23% ( $n=133$ ) of Spanish speakers reported that they had ever joined an internet group for moms.

*Frequency of social media use.* Table 18 presents the frequency of use of various social media technologies among California Spanish speakers.

Table 18. Frequency of Social Media Use Among Spanish-speaking Californians ( $n=579$ )

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	41	9	11	7	4	20	7
Email	21	21	12	17	10	16	4
Facebook	29	17	9	10	5	24	5
Instant messaging	26	12	11	7	6	30	8
Twitter	2	1	1	0	2	78	15
Other social media	4	3	2	3	5	64	20

*Scheduling WIC appointments.* Figure 11 illustrates how Spanish-speaking respondents currently schedule their WIC appointments.

Figure 11. How Spanish-speaking Californians Currently Make WIC Appointments ( $n=579$ )



*Perceived usefulness of various technologies within WIC.* Table 19 presents the Spanish-Speaking respondents' perceptions of various technologies within WIC.

**Table 19. Perceived usefulness of various technologies within WIC among Spanish-speakers (n=579)**

<b>Technology</b>	<b>Very useful</b>	<b>Somewhat useful</b>	<b>Not useful</b>	<b>Missing</b>
	%	%	%	%
Receive appointment reminders via text message	55	22	15	9
Receive appointment reminders via email	47	27	18	8
Schedule your WIC appointments online	51	22	17	9
Text questions to a WIC nutritionist or breastfeeding peer counselor	41	26	22	11
Attend a scheduled WIC class online with a live instructor	47	24	19	10
Access recipes and cooking demonstration videos online featuring WIC foods	63	20	10	8
Access breastfeeding videos available online	42	22	23	13
Read answers to frequently asked questions online	51	25	13	12

# Appendix D-5: Online Survey Results - Guam

# Guam Demographics

The final sample included in the analysis consisted of 39 respondents. Among online survey respondents from Guam, 92% indicated that they were WIC clients and 8% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics for Guam.

Table 1. Online Survey Respondent Demographics (N=39)

Age	Race	Ethnicity
Mean = 30 years (SD=7.5) Range = 15-44 years	White, 8%	Hispanic, n=6 (15%)
<b>Millennial Generation</b> (ages 20-31), 41%	African American, 0%	
<b>Younger</b> (ages 15-19), 10%	Asian, 31%	
<b>Older</b> (ages 32 and up), 49%	American Indian/Alaskan Native, 3%	
Missing, 0%	Native Hawaiian/Pacific Islander, 51%	
	Other, 3%	
	Missing, 5%	

Figure 1. Respondents' Age (N=39)

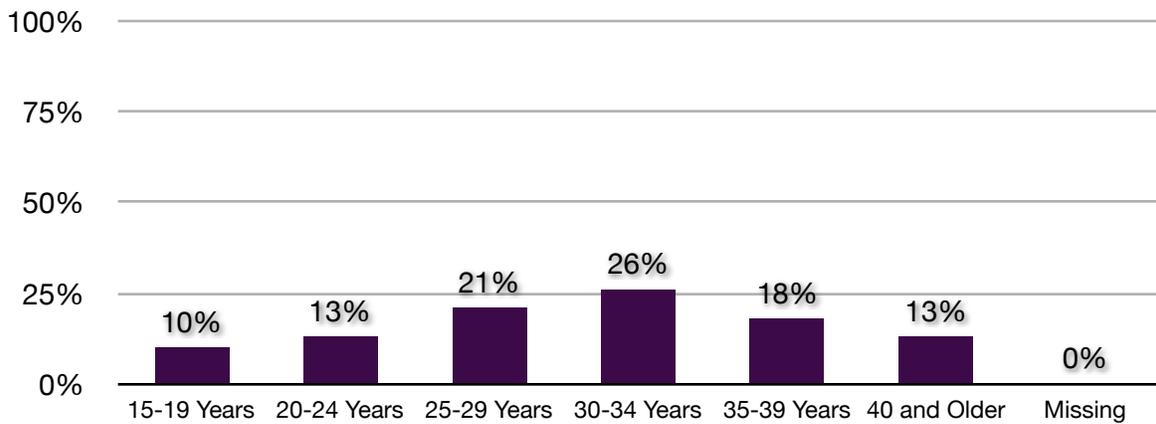
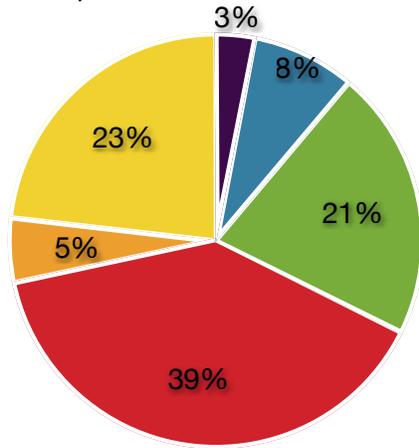
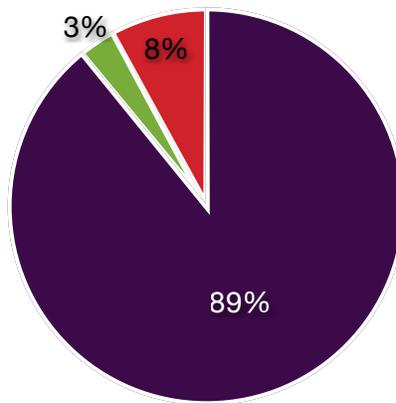


Figure 2. Respondents' Education Level (N=39)



- 1st-6th Grade
- 7th-9th Grade
- 10th-12th Grade
- High School or GED
- Trade or Technical School
- College

Figure 3. Respondents' Preferred Language (N=39)

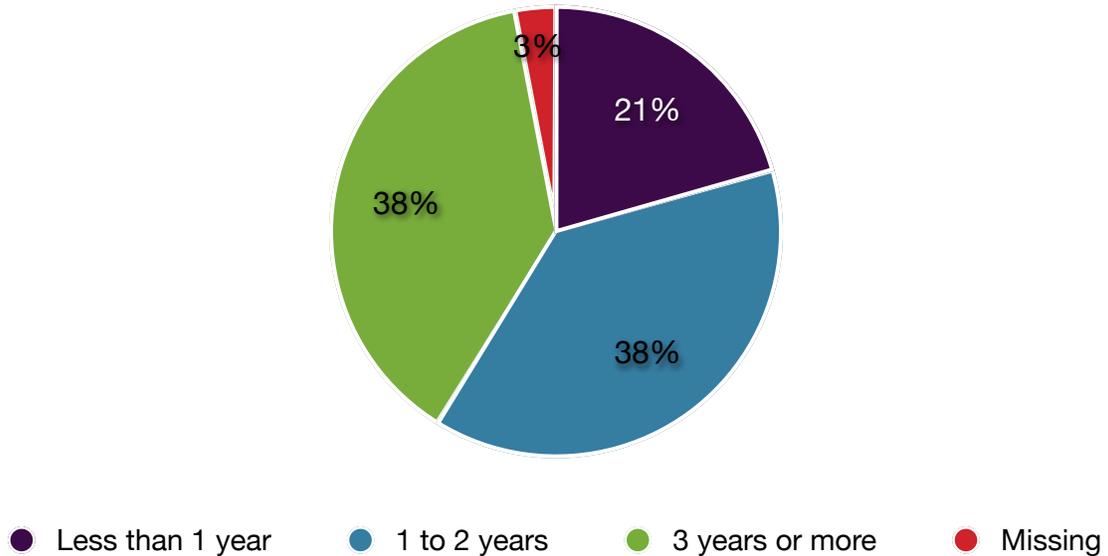


- English
- Both English and Spanish
- Spanish
- Other

Table 2. Respondents' Parental Status (N=39)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 2.7 children (SD=1.9) Range = 0-8 children	Mother, 87% Pregnant, 5% Father, 5% Foster parent, 0% Grandparent, 3% Other, 0% Missing, 0%	Pregnant, 15% Breastfeeding, 26% Parent/caretaker of baby <12 mo, 39% Parent/caretaker of child > 1 yr, 80%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=39)



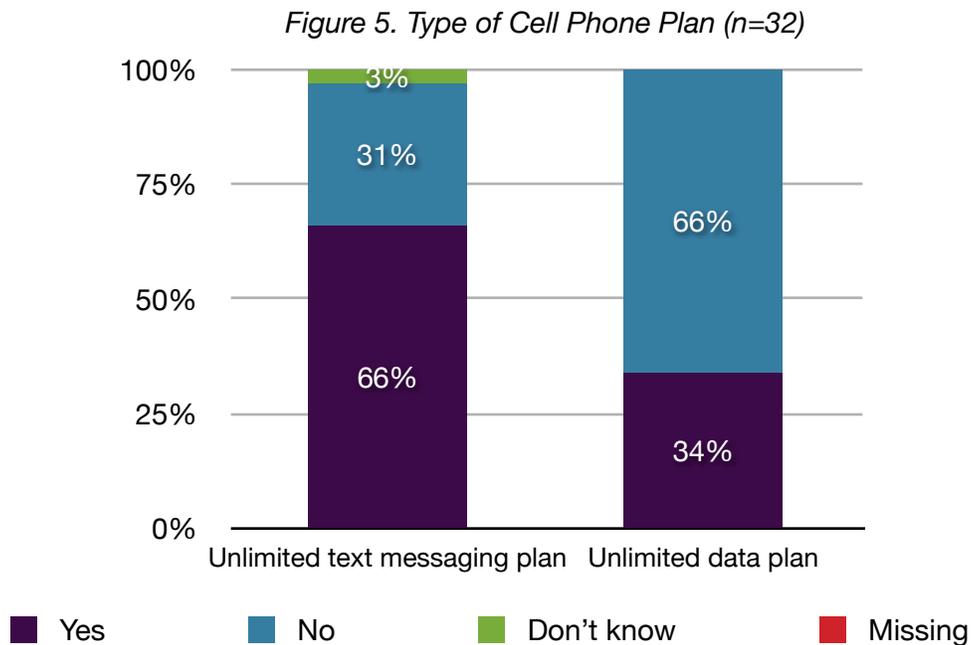
# Participant Survey Results

## Cell Phone Use

Among Guam online survey respondents, 82% ( $n=32$ ) indicated that they have a cell phone. Of those who own a cell phone, 94% ( $n=30$ ) of respondents reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among respondents who own a cell phone. .

Table 3. Type of Cell Phone Owned ( $n=32$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc.)	6	19
Basic cell phone without an internet or data plan	15	47
iPhone	4	13
Other type of cell phone	4	13
Blackberry or Microsoft Windows Phone	3	9



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

Table 4. Applications or Text Messaging Programs Used for Parenting and Health Information (n=32)

Application/Program	Frequency	Percent (%)
None	22	69
WebMD Mobile	4	13
What to Expect – Pregnancy	2	6
Text4Baby	1	3
Diaper Tracker	1	3
Baby Hub	0	0
Other	4	13

# Internet Usage

## Devices

Online survey respondents were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device used to connect to the Internet by respondents and Table 6 presents the type of device used by respondents for various technology tasks.

Table 5. How Respondents Connect to the Internet (N=39)

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	27	69
Mostly on a cell phone	5	13
Both equally	6	15
Missing	1	3

Table 6. Type of Device Used for Various Technology Tasks (N=39)

Task	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	33	62	18
Watch videos	21	56	33
Take photos	56	36	21
Send a photo or video to someone	31	53	26
Post a photo or video online	21	51	36
Play games	36	56	26
Download applications or apps	26	54	28
Participate in a video call or video chat	3	59	36
Locate a store, business, restaurant, or residence	28	54	28
Schedule or cancel an appointment	41	28	36
Scan a QR code to get more information	8	26	64

## Internet Content

Among online survey respondents from Guam, 6% ( $n=2$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Online survey respondents were also asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

Table 7. Websites Used for Health and Parenting Information ( $N=39$ )

Website	Frequency	Percent (%)
WebMD	7	18
BabyCenter	9	23
PBS Kids	14	36
None	15	39
The Bump	4	10
Circle of Moms	3	8
CafeMom	2	5
Other website	4	10

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use (N=39)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	56	10	10	10	5	5	3
Email	51	13	8	8	8	13	0
Facebook	36	21	10	5	10	13	5
Instant messaging	33	15	10	8	6	26	3
Twitter	5	3	0	3	0	80	10
Other social media	10	10	5	5	8	56	5

## Facebook Use

A majority of online survey respondents (n=32, 82%) reported that they use Facebook. Of these, 56% indicated that they had ever ‘liked’ a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook Activity Among Facebook Users (n=32)

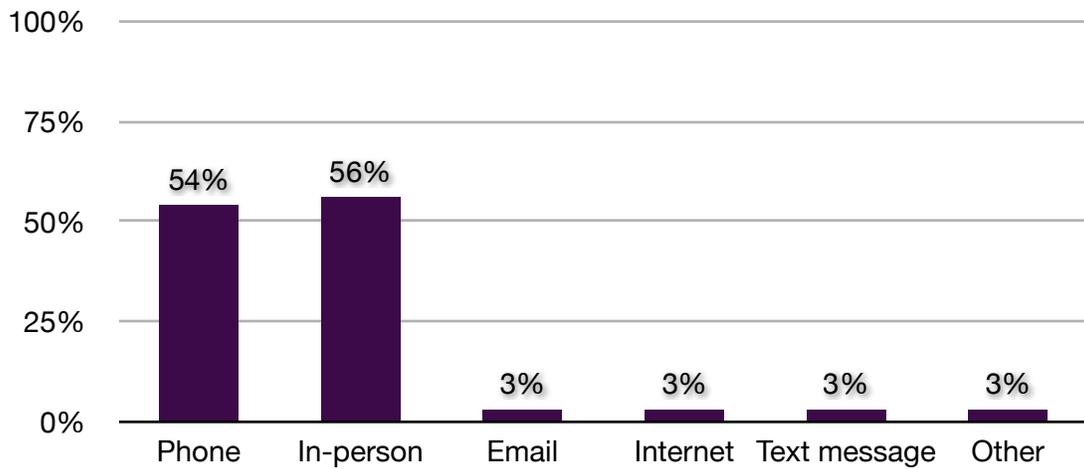
	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	19	19	13	9	19	22	0
Read updates and news from friends and family	41	25	9	9	16	0	0
Read updates and news from pages and brands that I like	34	25	6	6	16	13	0
"Like" or comment on other people's updates	31	31	9	6	16	6	0
"Like" or comment on the update of a group or business	19	22	13	3	22	22	0
Send private messages to others	22	9	28	13	16	9	3
Share photos and videos with others	28	13	13	16	19	9	3
Chat with friends and family	28	13	25	6	19	6	3
Join groups	9	6	6	9	28	34	6
Chat with a group	9	9	6	0	16	56	3

# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education. Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=39)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=39)*

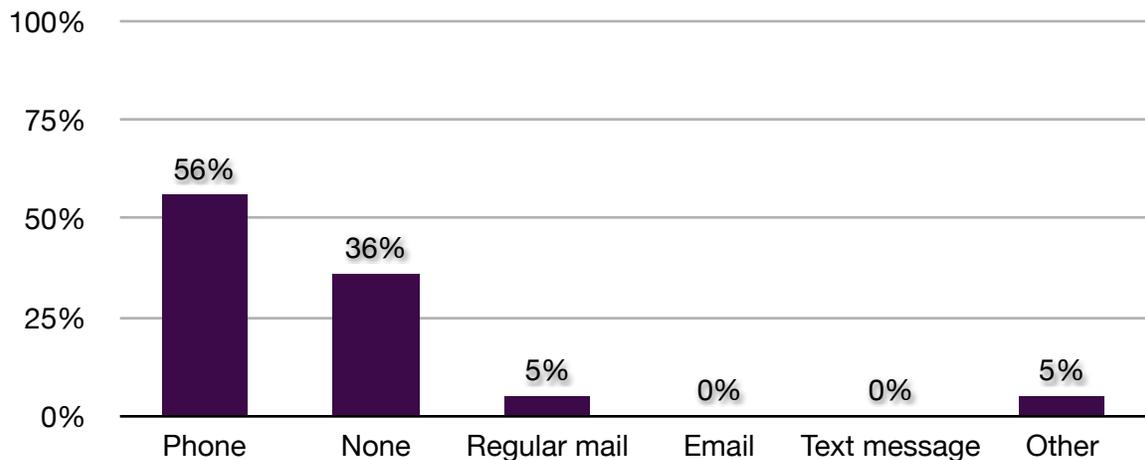


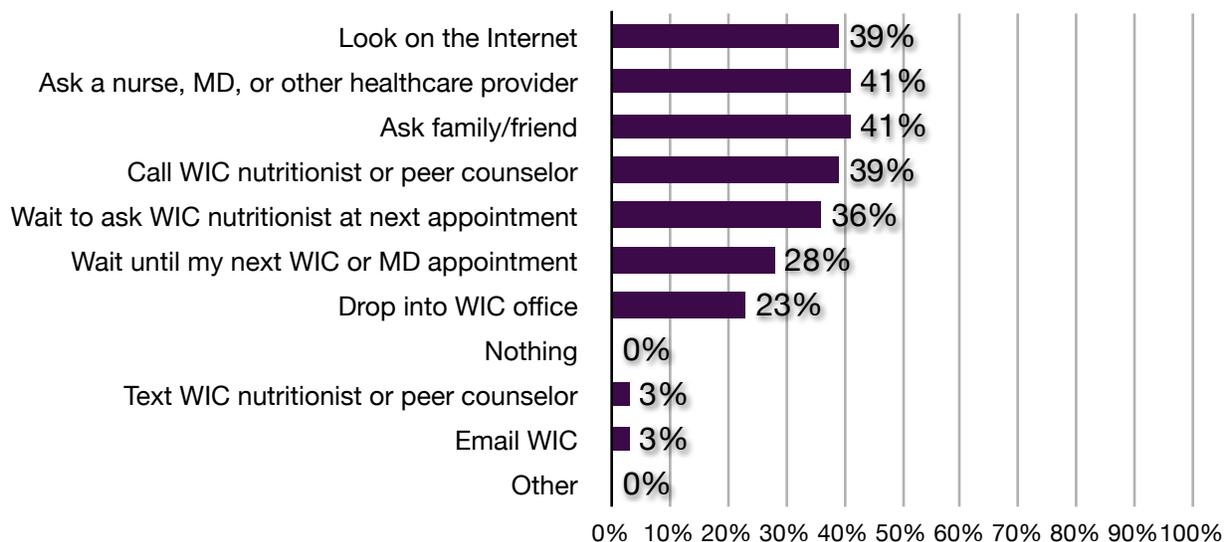
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=39)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
In person, one-on-one with nutritionist or WIC staff	80	69
Group classes at my WIC clinic	41	28
On the Internet	3	56
In person, one-on-one with breastfeeding educator or peer counselor	23	26
Lessons I take home	5	21
Self-paced lessons I do on my own at my WIC clinic	3	18
Kiosk in waiting room at my WIC clinic	5	13
Video/Skype one-on-one counseling with nutritionist or WIC staff	5	18
Video/Skype one-on-one counseling with breastfeeding educator	3	10

### Nutrition and Breastfeeding Related Resources

Online survey respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 below presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N=39)



## Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question, respondents were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in Tables 11-13 and Figure 9

Table 11. Percent of respondents who are interested in joining a virtual or online group on various topics (N=39)

Topic	Percent (%) of respondents interested
I am not interested in joining a group	28
Toddlers	31
Healthy eating	46
Parenting	33
Exercise	33
Preschoolers	23
Infants	23
Breastfeeding	21
Newborns	18
Pregnancy	15

Table 12. Types of social media respondents would like to use to communicate with other WIC parents about the topics above (N=39)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	39
Facebook	41
Neither	31
Other social media site	5

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=39)

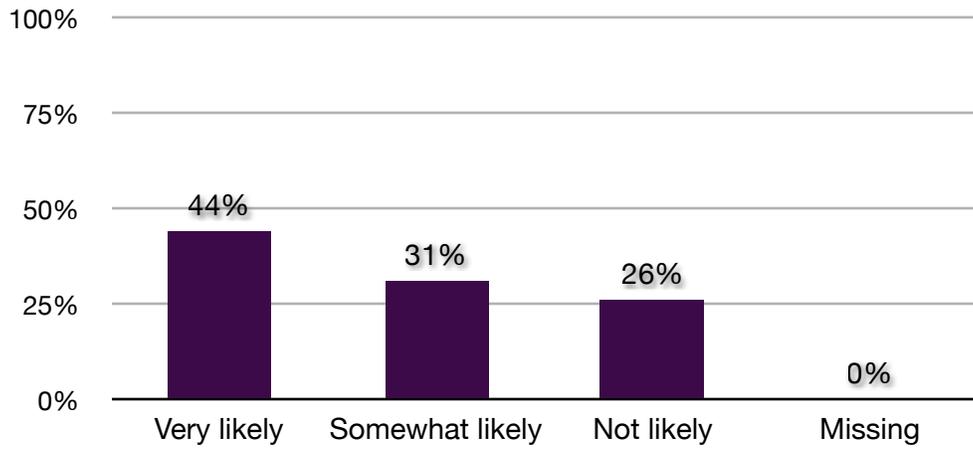


Table 13. Preferred Sites for Communicating with WIC Parents (N=39)

Site	Frequency	Percent (%)
Site for WIC parents	17	44
None	9	23
Facebook	11	28
CafeMom	1	3
Other social media site	0	0
Missing	1	3

## Perceived Usefulness of Various Technologies in WIC

Online survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=39)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	56	31	8	5
Receive appointment reminders via email	74	15	8	3
Schedule your WIC appointments online	67	23	5	5
Text questions to a WIC nutritionist or breastfeeding peer counselor	44	41	10	5
Attend a scheduled WIC class online with a live instructor	44	39	13	5
Access recipes and cooking demonstration videos online featuring WIC foods	64	21	10	5
Access breastfeeding videos available online	56	23	15	5
Read answers to frequently asked questions online	69	21	5	5

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=39)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	74	15	8	3
Breastfeeding Educator	51	23	18	8
Other WIC staff	69	23	3	5

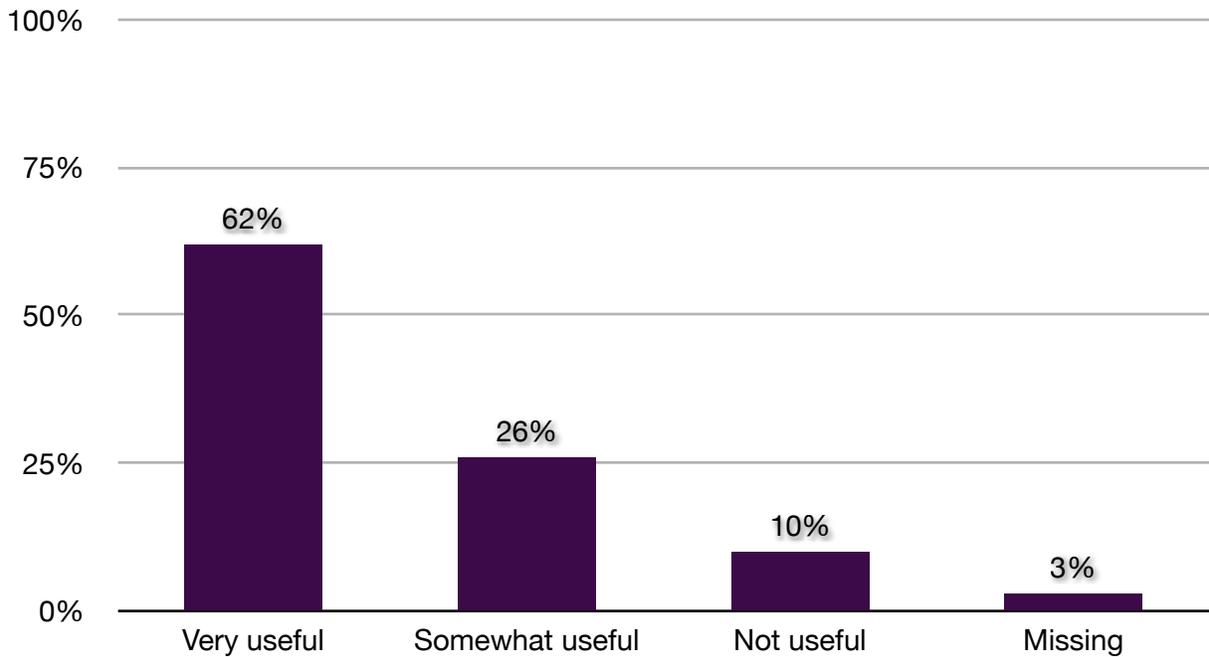
Table 16. Perceived usefulness of various methods for nutrition education contacts (N=39)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
Text message	56	31	5	8
Twitter	15	21	54	10
Email	74	21	5	0

Table 17. Perceived Usefulness of WIC Connect Visuals (N=39)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	51	33	13	3
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	74	21	5	0
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	72	18	8	3

Figure 10. Perceived Usefulness of Online Balance Check (N=39)



Appendix D-6:  
Online Survey Results - Hawaii

# Hawaii Demographics

The final sample included in the analysis consisted of 139 respondents. Among online survey respondents from Hawaii, 98% indicated that they were WIC clients and 2% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics for Hawaii.

Table 1. Online Survey Respondent Demographics (N=139)

Age	Race	Ethnicity
Mean = 28 years (SD=6.7) Range = 16-60 years  <b>Millennial Generation</b> (ages 20-31), 71% <b>Younger</b> (ages 15-19), 7% <b>Older</b> (ages 32 and up), 21% Missing, 1%	White, 27% African American, 2% Asian, 20% American Indian/Alaskan Native, 1% Native Hawaiian/Pacific Islander, 45% Other, 0% Missing, 4%	Hispanic, n=22 (16%)

Figure 1. Respondents' Age (N=139)

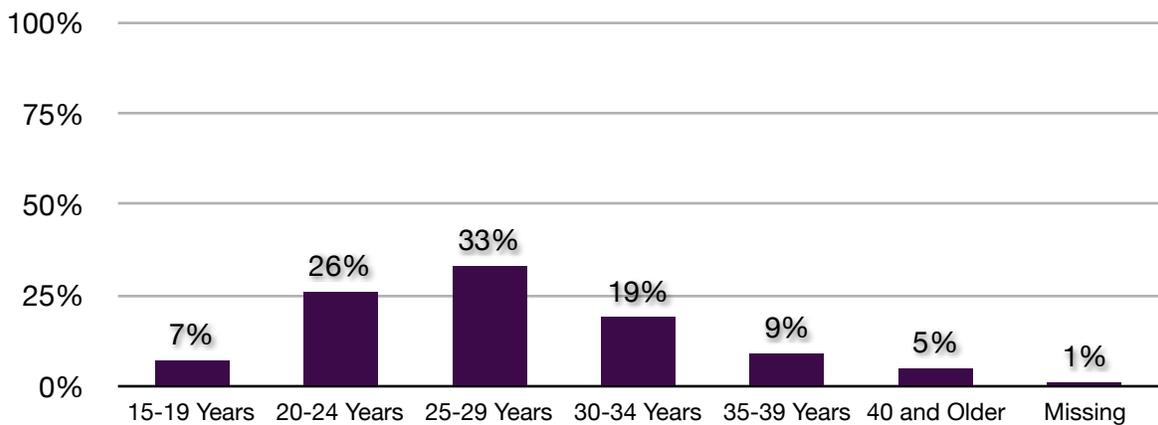


Figure 2. Respondents' Education Level (N=139)

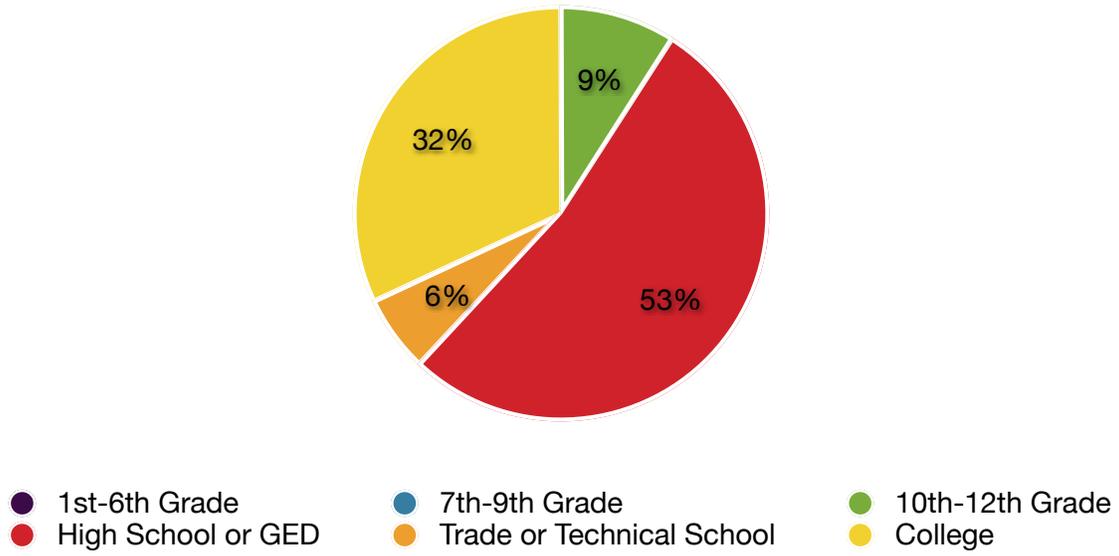


Figure 3. Respondents' Preferred Language (N=139)

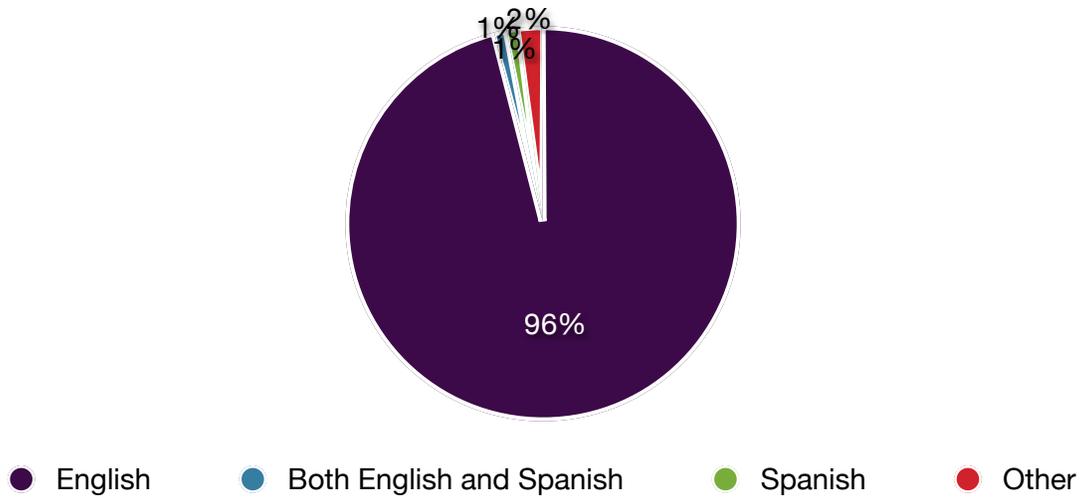
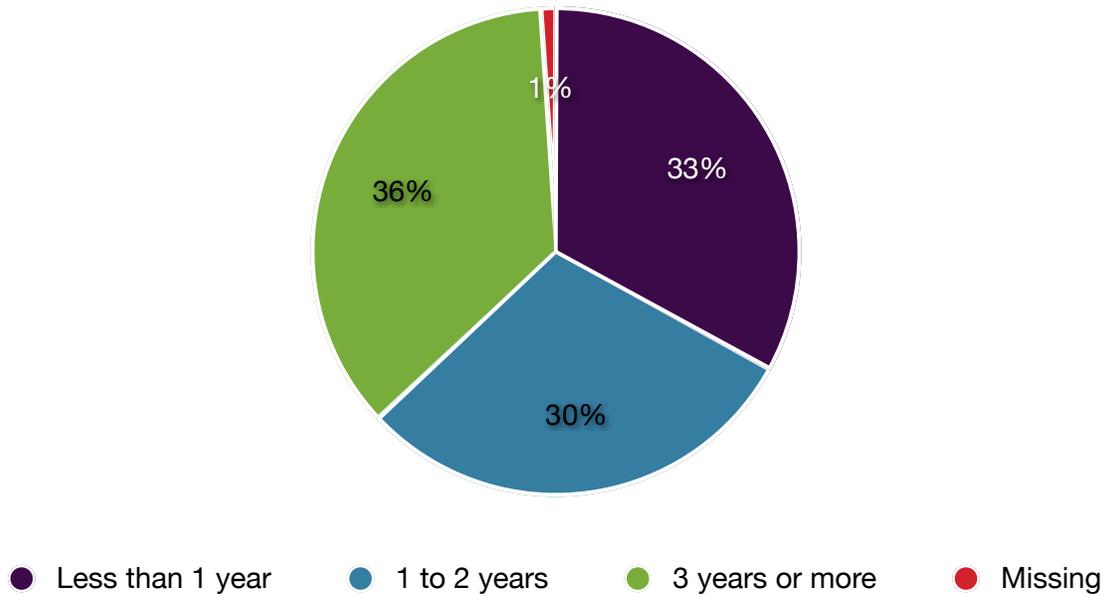


Table 2. Respondents' Parental Status (N=139)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 1.9 children (SD=1.2) Range = 0-6 children	Mother, 88% Pregnant, 7% Father, 1% Foster parent, 1% Grandparent, 1% Other, 1% Missing, 1%	Pregnant, 22% Breastfeeding, 28% Parent/caretaker of baby <12 mo, 42% Parent/caretaker of child > 1 yr, 73%

Figure 4. Number of Years Enrolled in WIC in Previous Five Years (N=139)



# Participant Survey Results

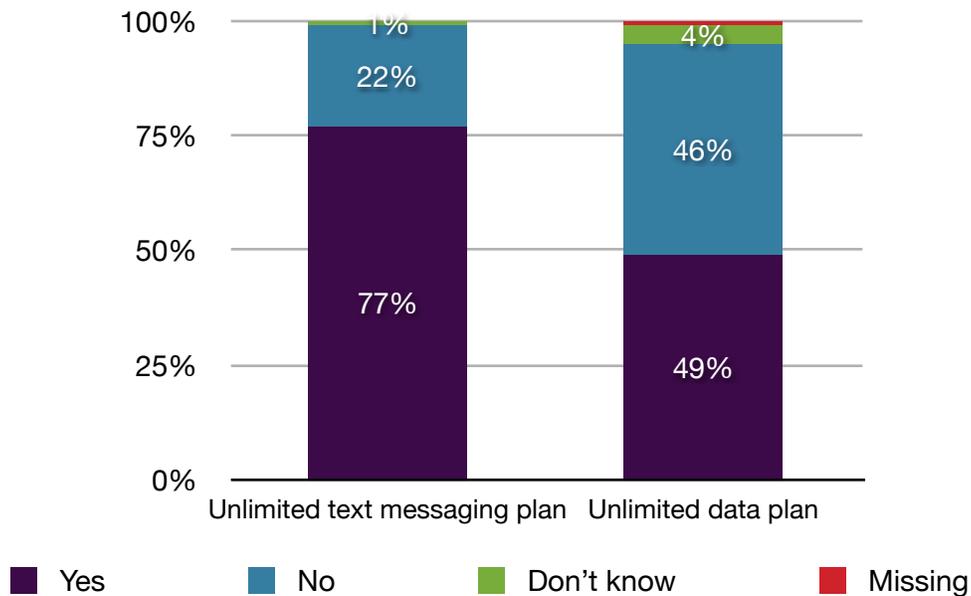
## Cell Phone Use

Among Hawaii online survey respondents, 136 (98%) indicated that they have a cell phone. Of those who own a cell phone, 95% ( $n=129$ ) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among respondents who own a cell phone.

Table 3. Type of Cell Phone Owned ( $n=136$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc.)	56	41
Basic cell phone without an internet or data plan	33	24
iPhone	24	18
Other type of cell phone	18	13
Blackberry or Microsoft Windows Phone	5	4

Figure 5. Type of Cell Phone Plan ( $n=136$ )



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information (n=136)**

<b>Application/Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
None	94	69
WebMD Mobile	21	15
What to Expect – Pregnancy	20	15
Text4Baby	7	5
Diaper Tracker	1	1
Baby Hub	1	7
Other	8	6

# Internet Usage

## Devices

Online survey respondents were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

Table 5. How Respondents Connect to the Internet (N=139)

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	71	51
Mostly on a cell phone	33	24
Both equally	34	25
Missing	1	1

Table 6. Type of Device Used for Various Technology Tasks (N=139)

Task	Cell phone	Computer, laptop or tablet	None
Send/receive email messages	54	67	7
Watch videos	30	66	17
Take photos	84	22	8
Send a photo or video to someone	73	44	10
Post a photo or video online	54	57	17
Play games	54	48	22
Download applications or apps	55	31	27
Participate in a video call or video chat	19	45	41
Locate a store, business, restaurant, or residence	58	56	14
Schedule or cancel an appointment	63	17	27
Scan a QR code to get more information	13	7	76

## Internet Content

Among online survey respondents from Hawaii, 30% ( $n= 41$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Online survey respondents were asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

**Table 7. Websites Used for Health and Parenting Information (N=139)**

Website	Frequency	Percent (%)
WebMD	49	35
BabyCenter	42	30
PBS Kids	32	23
None	37	27
The Bump	10	7
Circle of Moms	12	9
CafeMom	15	11
Other website	17	12

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use (N=139)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	71	9	6	5	1	6	3
Email	34	18	14	16	14	4	1
Facebook	52	17	4	4	5	17	1
Instant messaging	21	7	4	7	18	38	4
Twitter	3	3	3	1	3	84	5
Other social media	9	8	2	1	9	66	5

## Facebook Use

A majority of respondents ( $n=113$ , 81%) reported that they use Facebook. Of these, 87% indicated that they had ever 'liked' a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook Activity Among Facebook Users ( $n=113$ )

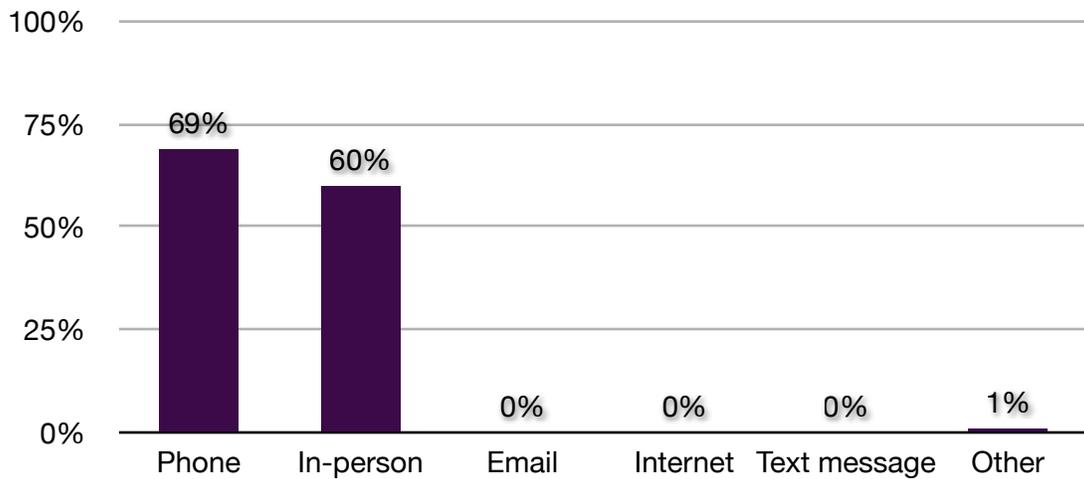
	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	23	21	17	14	22	3	0
Read updates and news from friends and family	50	27	10	4	9	0	0
Read updates and news from pages and brands that I like	34	18	8	5	20	14	1
"Like" or comment on other people's updates	46	20	15	7	9	3	1
"Like" or comment on the update of a group or business	29	12	14	8	20	15	2
Send private messages to others	25	16	18	13	21	6	1
Share photos and videos with others	29	17	19	12	20	4	1
Chat with friends and family	34	19	13	9	17	8	1
Join groups	4	5	11	12	23	43	2
Chat with a group	4	5	5	4	12	66	3

# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education. Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=139)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=139)*

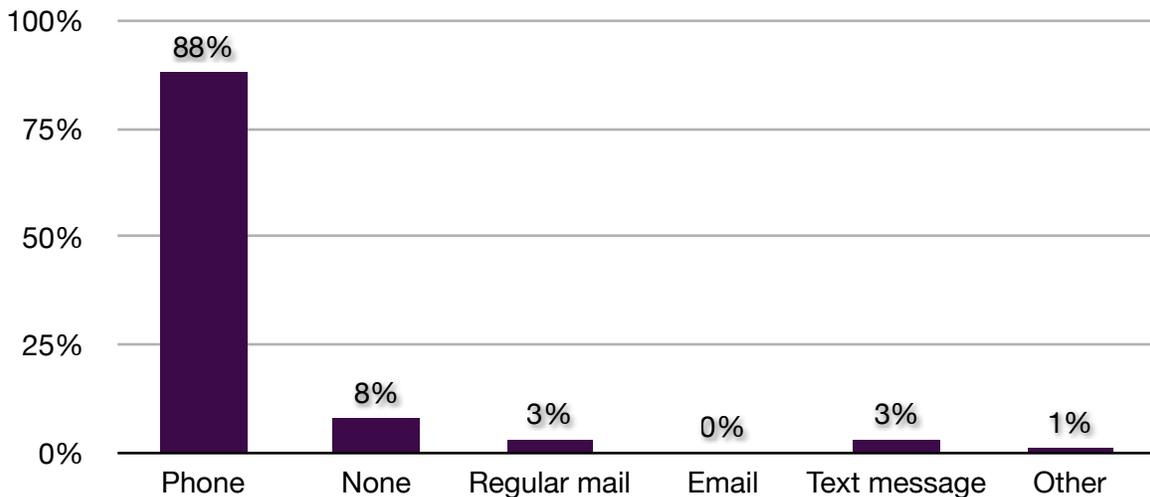


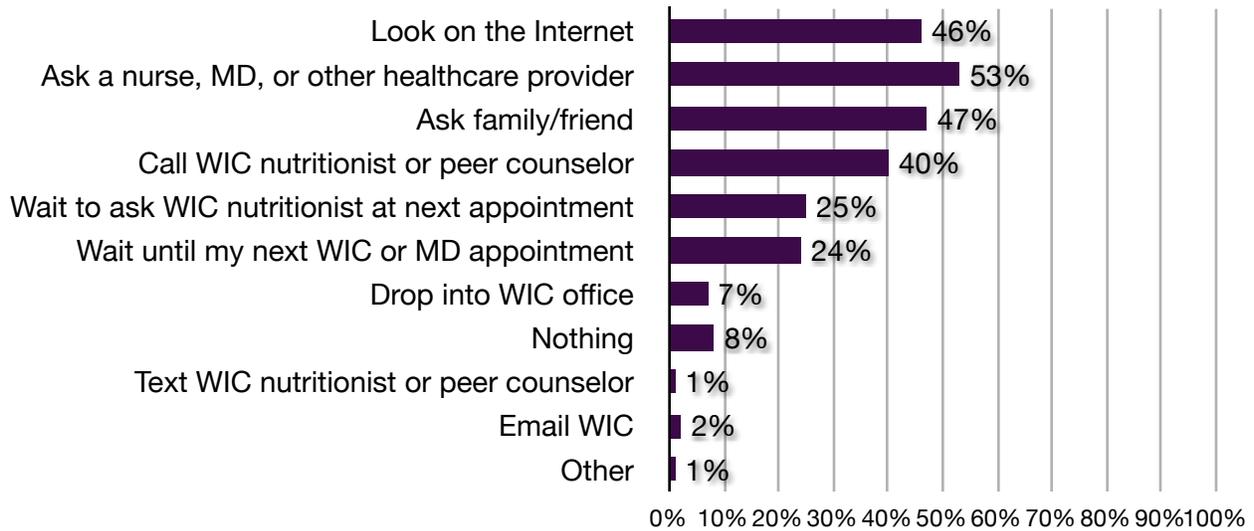
Table 10. Current versus preferred future modes of nutrition education and breastfeeding support (N=139)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
In person, one-on-one with nutritionist or WIC staff	91	81
Group classes at my WIC clinic	13	14
On the Internet	4	45
In person, one-on-one with breastfeeding educator or peer counselor	12	27
Lessons I take home	13	31
Self-paced lessons I do on my own at my WIC clinic	9	16
Kiosk in waiting room at my WIC clinic	5	8
Video/Skype one-on-one counseling with nutritionist or WIC staff	1	7
Video/Skype one-on-one counseling with breastfeeding educator	0	4

### Nutrition and Breastfeeding Related Resources

Respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N=139)



### Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question, respondents were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=139)

Topic	Percent (%) of respondents interested
I am not interested in joining a group	47
Toddlers	35
Healthy eating	33
Parenting	34
Exercise	28
Preschoolers	27
Infants	22
Breastfeeding	20
Newborns	15
Pregnancy	20

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=139)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	44
Facebook	48
Neither	30
Other social media site	1

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=139)

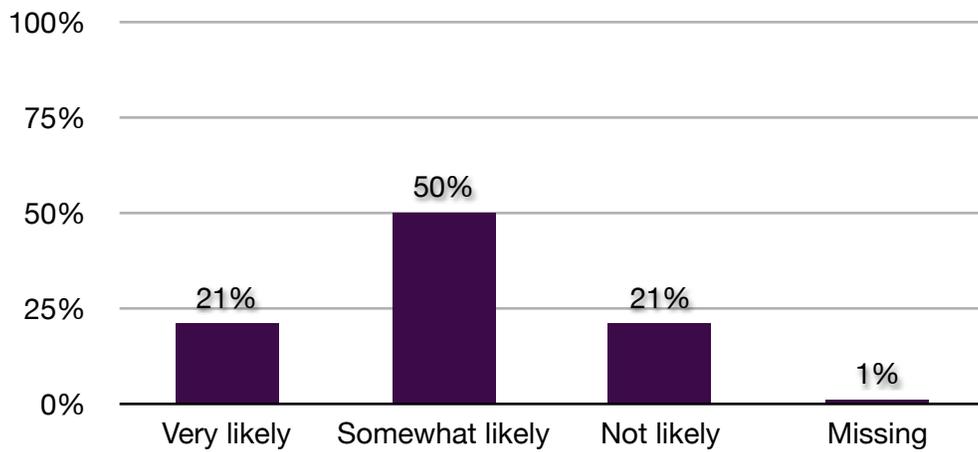


Table 13. Preferred Sites for Communicating with WIC Parents (N=139)

Site	Frequency	Percent (%)
Site for WIC parents	48	35
None	40	29
Facebook	48	35
CafeMom	1	1
Other social media site	1	1
Missing	1	1

## Perceived Usefulness of Various Technologies in WIC

Respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=139)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	69	22	7	2
Receive appointment reminders via email	45	40	11	4
Schedule your WIC appointments online	63	22	12	4
Text questions to a WIC nutritionist or breastfeeding peer counselor	49	32	14	6
Attend a scheduled WIC class online with a live instructor	37	31	29	3
Access recipes and cooking demonstration videos online featuring WIC foods	63	23	10	4
Access breastfeeding videos available online	44	27	25	4
Read answers to frequently asked questions online	60	25	11	4

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=139)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	43	38	18	1
Breastfeeding Educator	38	32	27	3
Other WIC staff	37	41	19	3

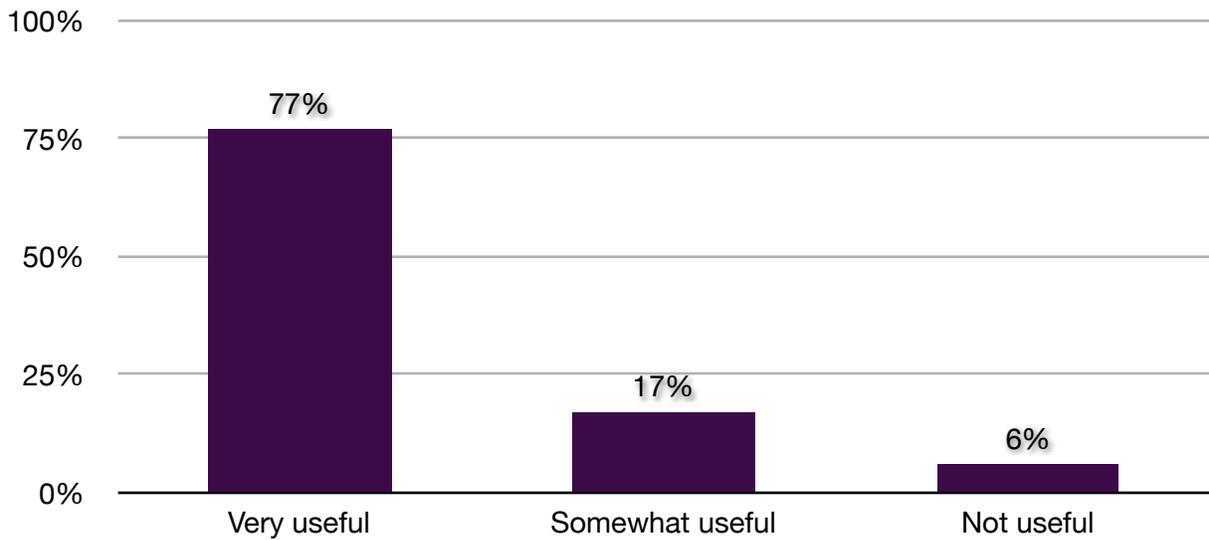
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=139)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	63	25	10	3
Twitter	16	22	57	6
Email	55	35	8	2

Table 17. Perceived Usefulness of WIC Connect Visuals (N=139)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	60	27	11	3
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	74	17	5	4
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	75	11	10	4

Figure 10. Perceived Usefulness of Online Balance Check (N=139)



# Appendix D-7: Online Survey Results - Idaho

# Idaho Demographics

The final sample included in the analysis consisted of 45 respondents. All of the online survey respondents from Idaho (100%) indicated that they were WIC clients. Tables 1 and 2 and Figures 1-4 present the demographics for Idaho.

Table 1. Online Survey Respondent Demographics (N=45)

Age	Race	Ethnicity
Mean = 29 years (SD=6.0) Range = 21-46 years  <b>Millennial Generation</b> (ages 20-31), 67% <b>Younger</b> (ages 15-19), 0% <b>Older</b> (ages 32 and up), 33% Missing, 0%	White, 87% African American, 2% Asian, 0% American Indian/Alaskan Native, 4% Native Hawaiian/Pacific Islander, 4% Other, 0% Missing, 2%	Hispanic, n=4 (9%)

Figure 1. Respondents' Age (N=45)

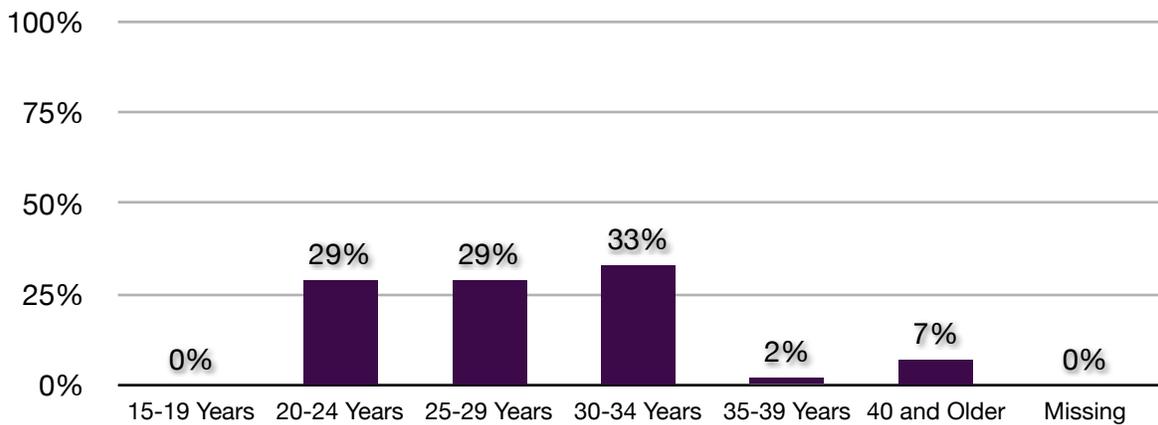


Figure 2. Respondents' Education Level (N=45)

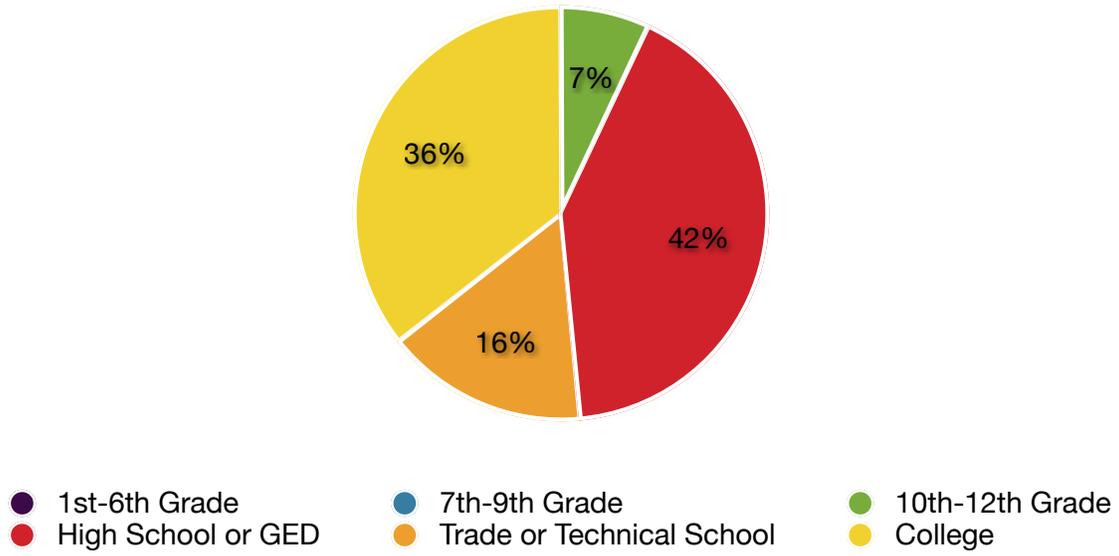


Figure 3. Respondents' Preferred Language (N=45)

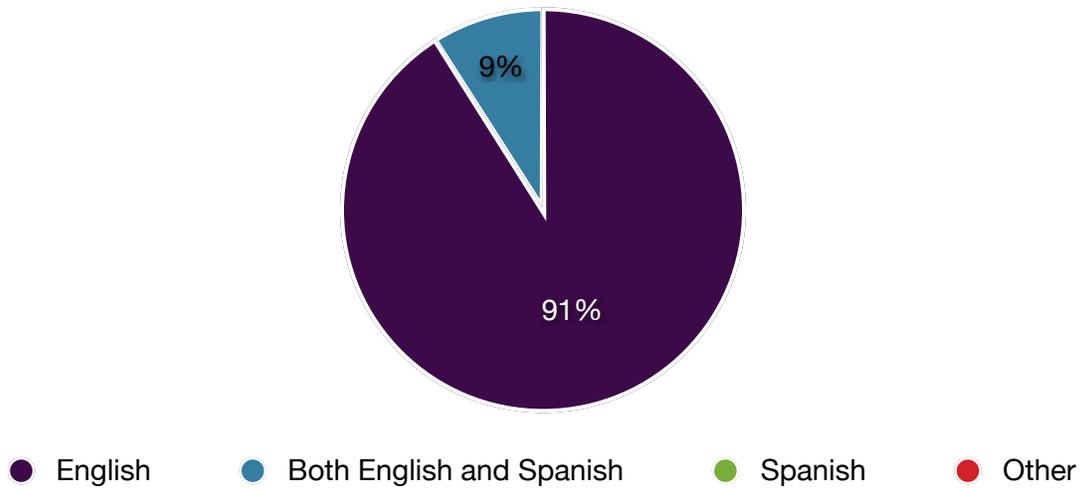
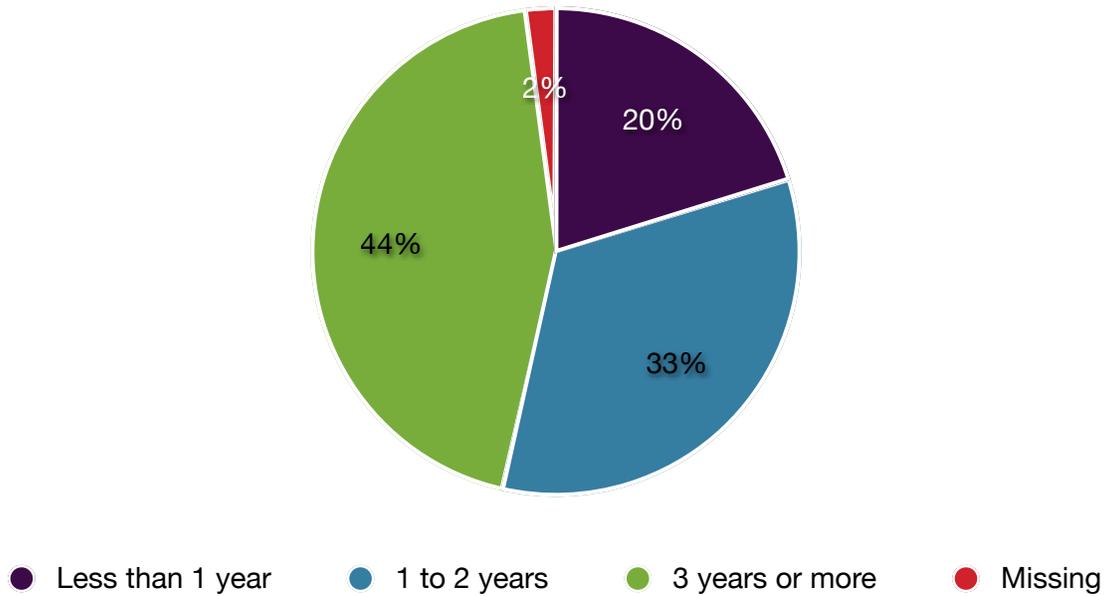


Table 2. Respondents' Parental Status (N=45)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 2.4 children (SD=1.7) Range = 0-7 children	Mother, 91% Pregnant, 2% Father, 4% Foster parent, 0% Grandparent, 0% Other, 0% Missing, 2%	Pregnant, 13% Breastfeeding, 73% Parent/caretaker of baby <12 mo, 31% Parent/caretaker of child > 1 yr, 82%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=45)



# Participant Survey Results

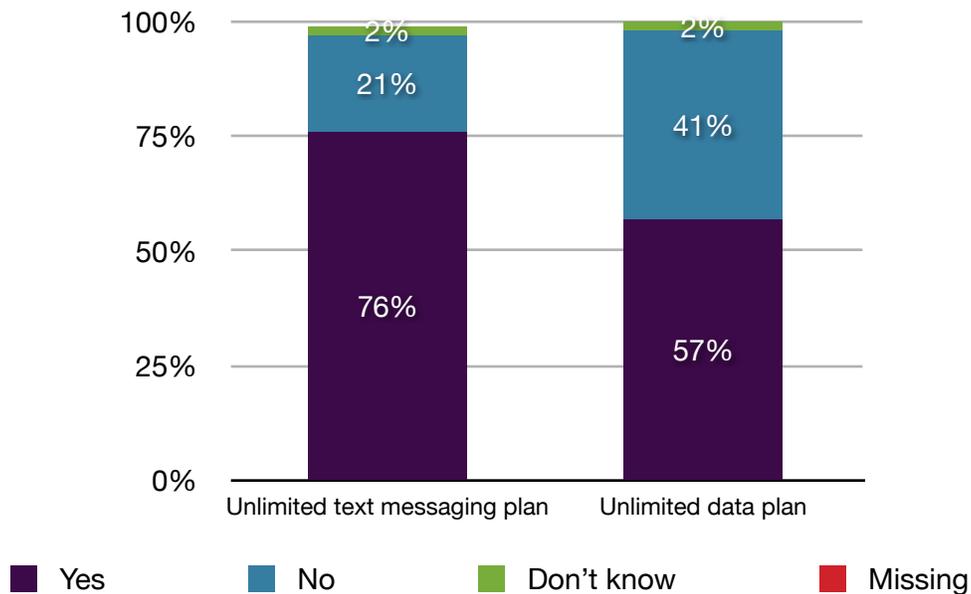
## Cell Phone Use

Among Idaho online survey respondents, 42 respondents (93%) indicated that they have a cell phone. Of those who own a cell phone, 91% ( $n= 38$ ) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who own a cell phone.

Table 3. Type of Cell Phone Owned ( $n=42$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc.)	5	12
Basic cell phone without an internet or data plan	18	43
iPhone	5	12
Other type of cell phone	10	24
Blackberry or Microsoft Windows Phone	4	10

Figure 5. Type of Cell Phone Plan ( $n=42$ )



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information (n=42)**

<b>Application/Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
None	34	81
WebMD Mobile	6	14
What to Expect – Pregnancy	1	2
Text4Baby	1	2
Diaper Tracker	0	0
Baby Hub	0	0
Other	2	5

# Internet Usage

## Devices

Online survey respondents were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

Table 5. How Respondents Connect to the Internet (N=45)

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	31	69
Mostly on a cell phone	6	13
Both equally	8	18
Missing	0	0

Table 6. Type of Device Used for Various Technology Tasks (N=45)

Task	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	33	87	4
Watch videos	11	69	27
Take photos	71	24	13
Send a photo or video to someone	67	76	7
Post a photo or video online	33	60	22
Play games	29	49	33
Download applications or apps	31	29	42
Participate in a video call or video chat	2	36	58
Locate a store, business, restaurant, or residence	38	71	20
Schedule or cancel an appointment	47	18	42
Scan a QR code to get more information	13	11	76

## Internet Content

Among online survey respondents from Idaho, 29% ( $n=13$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Online survey respondents were also asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

**Table 7. Websites Used for Health and Parenting Information (N=45)**

Website	Frequency	Percent (%)
WebMD	19	42
BabyCenter	14	31
PBS Kids	7	16
None	13	29
The Bump	6	13
Circle of Moms	6	13
CafeMom	3	7
Other website	4	9

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently online survey respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use (N=45)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	76	2	2	2	4	13	0
Email	40	22	9	11	9	9	0
Facebook	58	13	7	4	9	9	0
Instant messaging	18	7	11	2	18	42	2
Twitter	2	0	0	0	2	93	2
Other social media	11	4	4	7	2	67	4

## Facebook Use

A majority of respondents ( $n=40$ , 89%) reported that they use Facebook. Of these, 80% indicated that they had ever 'liked' a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook Activity Among Facebook Users ( $n=40$ )

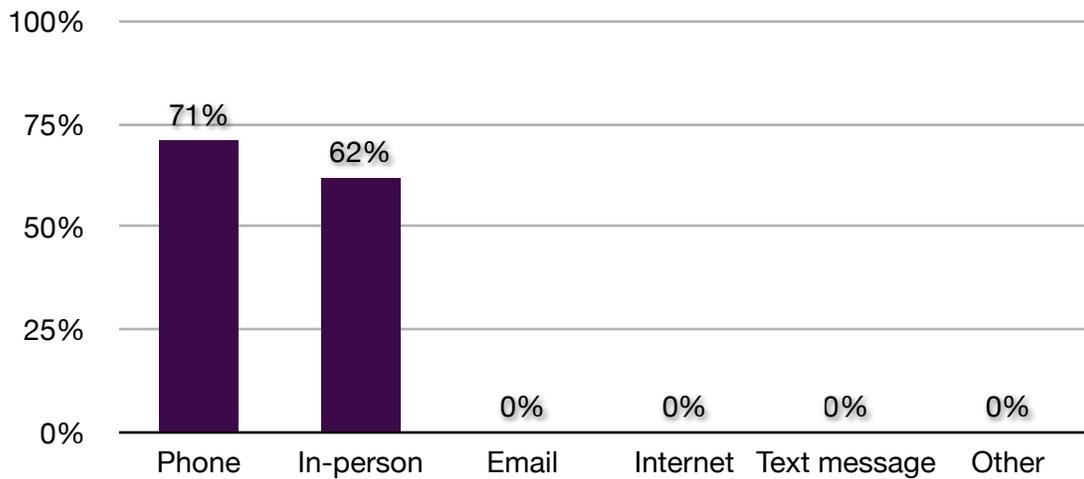
	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	10	18	8	23	40	3	0
Read updates and news from friends and family	48	30	5	5	13	0	0
Read updates and news from pages and brands that I like	28	25	8	8	15	15	3
"Like" or comment on other people's updates	43	23	8	13	10	5	0
"Like" or comment on the update of a group or business	25	13	8	5	30	20	0
Send private messages to others	18	18	13	28	25	0	0
Share photos and videos with others	10	13	20	20	33	5	0
Chat with friends and family	18	20	15	15	25	8	0
Join groups	3	3	5	5	38	48	0
Chat with a group	3	3	0	8	23	65	0

# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education. Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=45)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=45)*

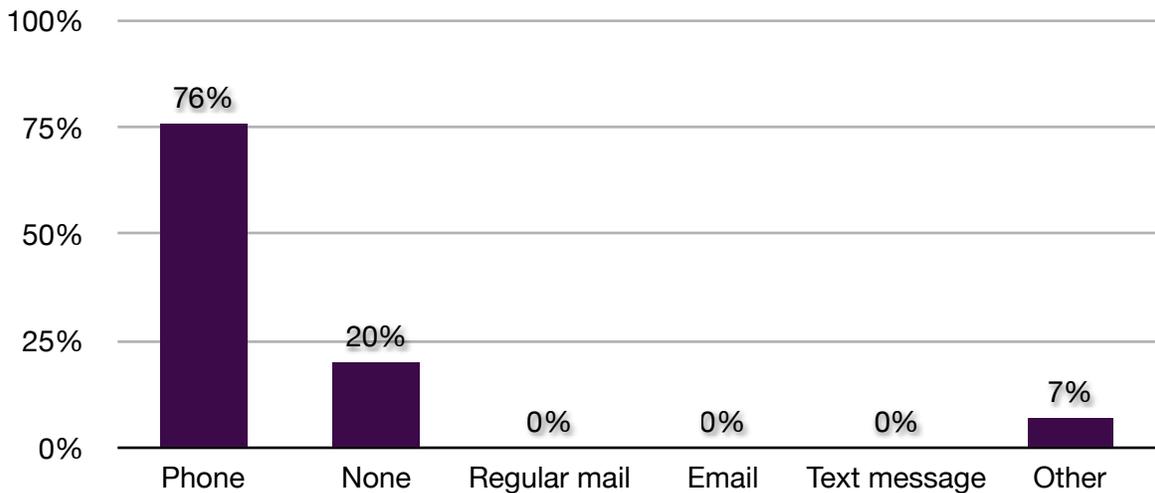


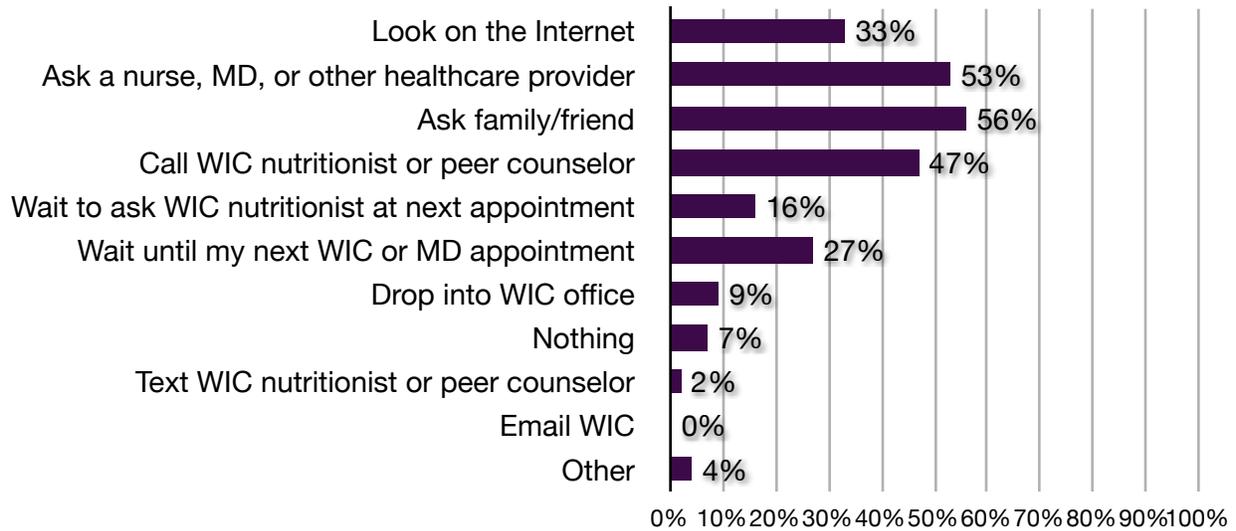
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=45)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
In person, one-on-one with nutritionist or WIC staff	96	84
Group classes at my WIC clinic	11	11
On the Internet	4	49
In person, one-on-one with breastfeeding educator or peer counselor	18	16
Lessons I take home	9	29
Self-paced lessons I do on my own at my WIC clinic	2	16
Kiosk in waiting room at my WIC clinic	2	13
Video/Skype one-on-one counseling with nutritionist or WIC staff	0	7
Video/Skype one-on-one counseling with breastfeeding educator	0	0

### Nutrition and Breastfeeding Related Resources

Online survey respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N=45)



### Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question they were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=45)

Topic	Percent (%) of respondents interested
I am not interested in joining a group	44
Toddlers	40
Healthy eating	38
Parenting	40
Exercise	40
Preschoolers	29
Infants	22
Breastfeeding	20
Newborns	11
Pregnancy	18

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=45)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	47
Facebook	42
Neither	33
Other social media site	2

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=45)

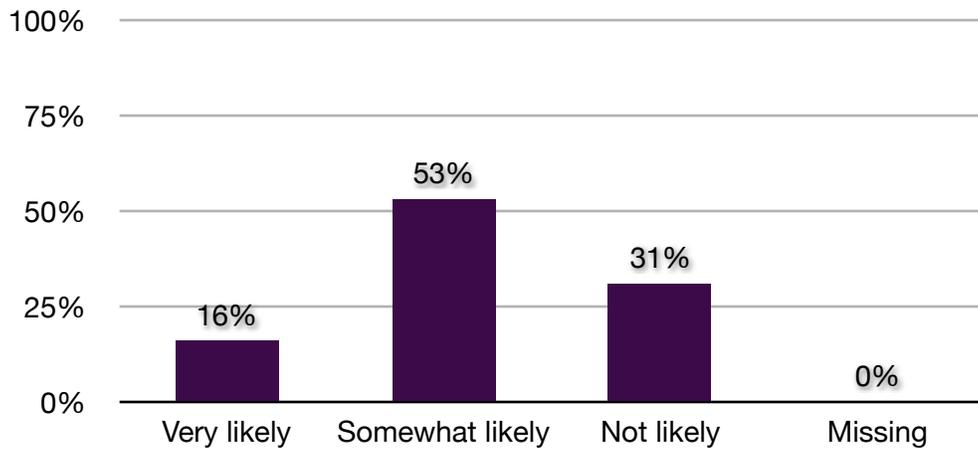


Table 13. Preferred Sites for Communicating with WIC Parents (N=45)

Site	Frequency	Percent (%)
Site for WIC parents	14	31
None	15	33
Facebook	14	31
CafeMom	1	2
Other social media site	1	2
Missing	0	0

## Perceived Usefulness of Various Technologies in WIC

Online survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=45)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	60	27	13	0
Receive appointment reminders via email	42	38	20	0
Schedule your WIC appointments online	40	31	29	0
Text questions to a WIC nutritionist or breastfeeding peer counselor	44	31	24	0
Attend a scheduled WIC class online with a live instructor	24	38	39	0
Access recipes and cooking demonstration videos online featuring WIC foods	51	38	11	0
Access breastfeeding videos available online	29	36	36	0
Read answers to frequently asked questions online	51	42	7	0

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=45)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	24	33	42	0
Breastfeeding Educator	20	33	47	0
Other WIC staff	22	31	47	0

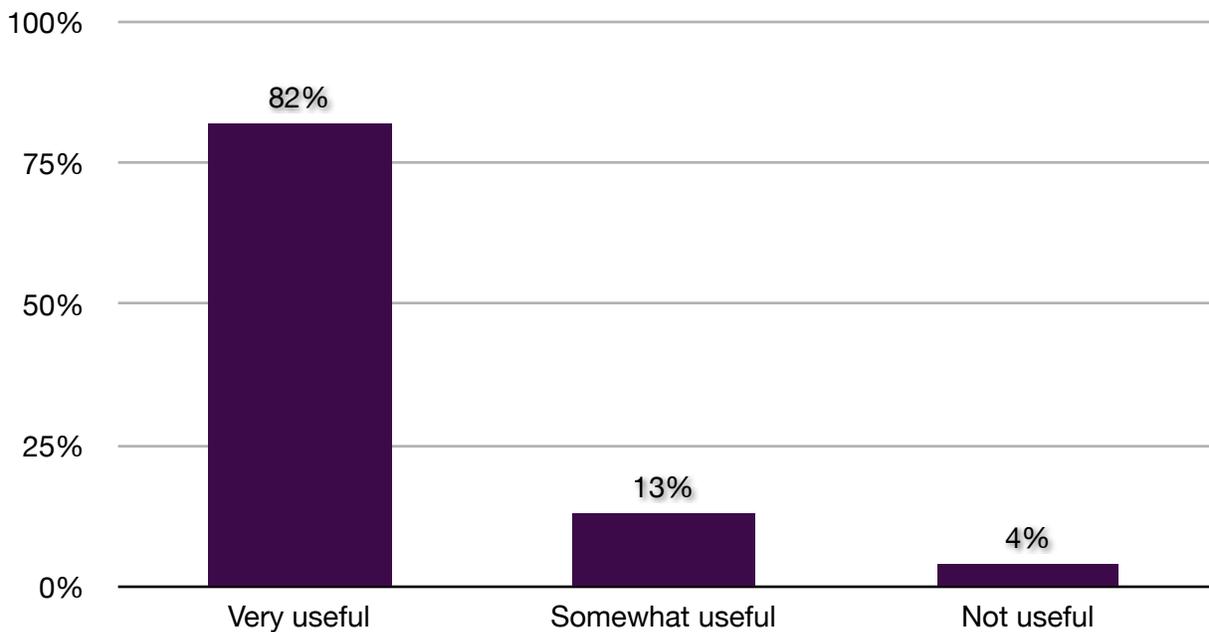
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=45)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	47	27	27	0
Twitter	7	4	84	4
Email	44	33	22	

Table 17. Perceived Usefulness of WIC Connect Visuals (N=45)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	29	29	42	0
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	60	31	9	0
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	60	27	13	0

Figure 10. Perceived Usefulness of Online Balance Check (N=45)



Appendix D-8:  
Online Survey Results -  
Inter-Tribal Council of Arizona

# Inter-Tribal Council of Arizona Demographics

The final sample included in the analysis consisted of 28 respondents. Among online survey respondents from the Inter Tribal Council of Arizona (ITCA), 96% indicated that they were WIC clients and 4% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics for ITCA.

Table 1. Online Survey Respondent Demographics (N=28)

Age	Race	Ethnicity
Mean = 27 years (SD=7.1) Range = 18-53 years  <b>Millennial Generation</b> (ages 20-31), 71% <b>Younger</b> (ages 15-19), 11% <b>Older</b> (ages 32 and up), 14% Missing, 4%	White, 4% African American, 0% Asian, 0% American Indian/Alaskan Native, 89% Native Hawaiian/Pacific Islander, 0% Other, 4% Missing, 4%	Hispanic, n=3 (11%)

Figure 1. Respondents' Age (N=28)

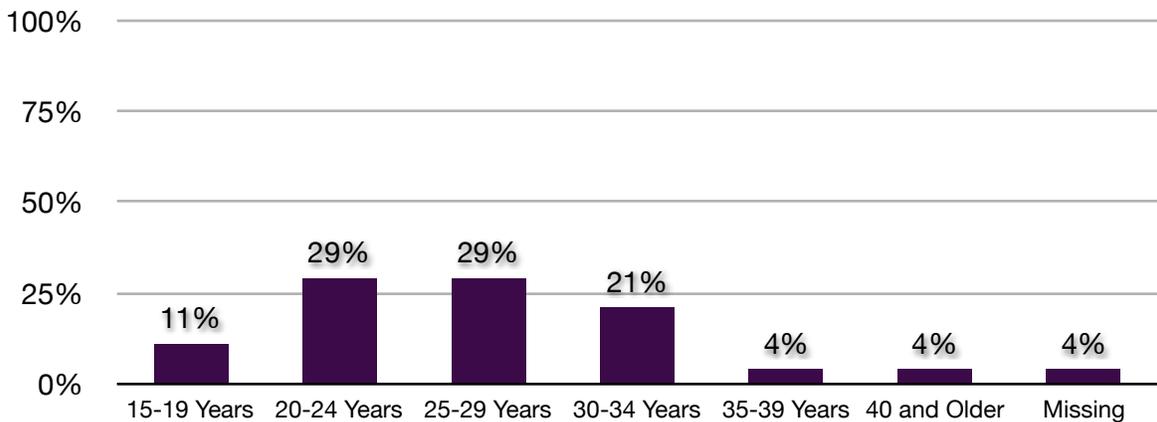


Figure 2. Respondents' Education Level (N=28)

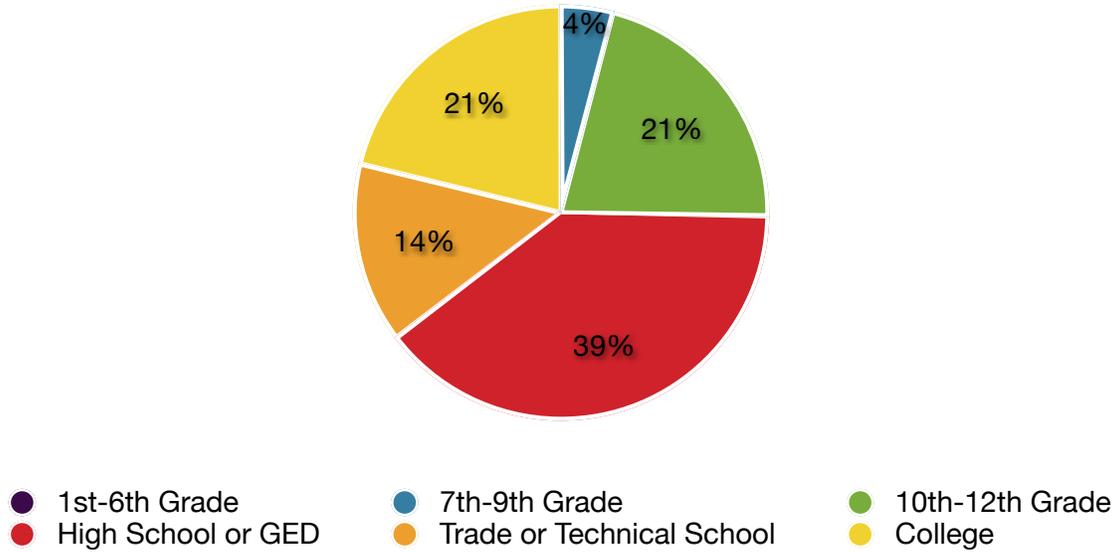


Figure 3. Respondents' Preferred Language (N=28)

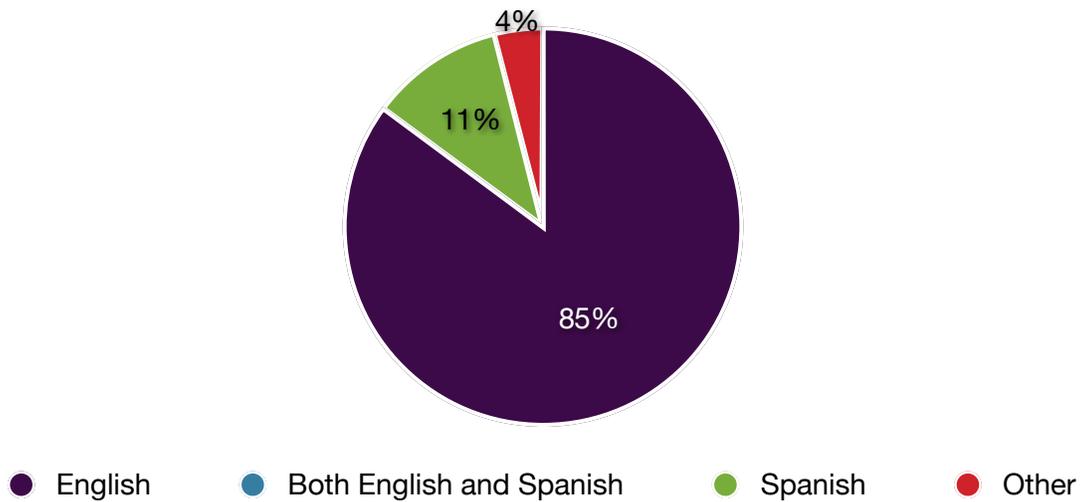
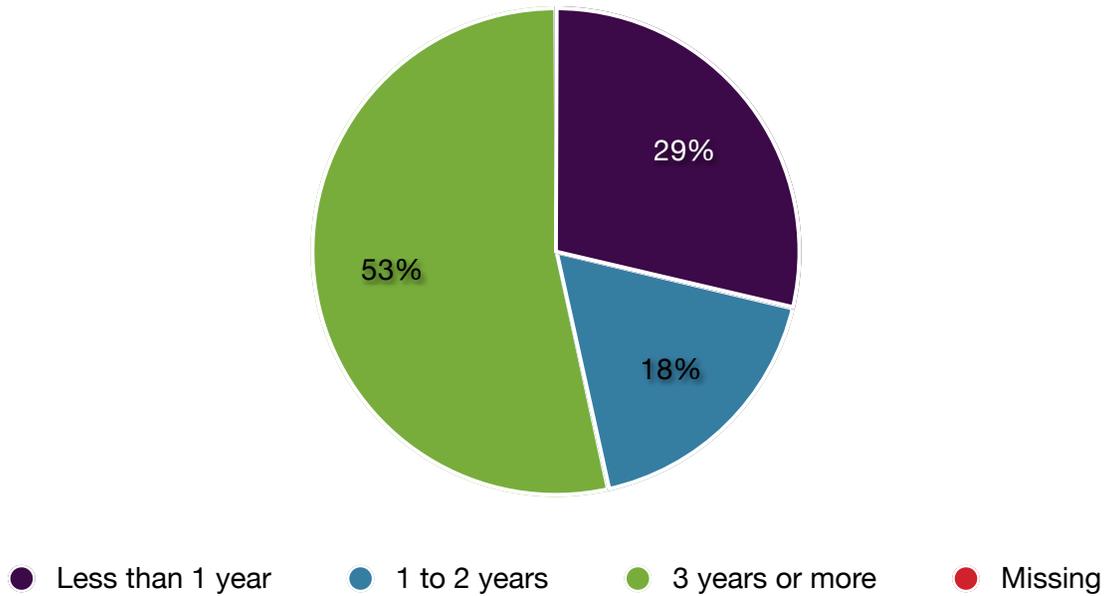


Table 2. Respondents' Parental Status (N=28)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 2.5 children (SD=1.5) Range = 0-5 children	Mother, 82% Pregnant, 18% Father, 0% Foster parent, 0% Grandparent, 0% Other, 0% Missing, 0%	Pregnant, 38% Breastfeeding, 18% Parent/caretaker of baby <12 mo, 36% Parent/caretaker of child > 1 yr, 75%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=28)



# Participant Survey Results

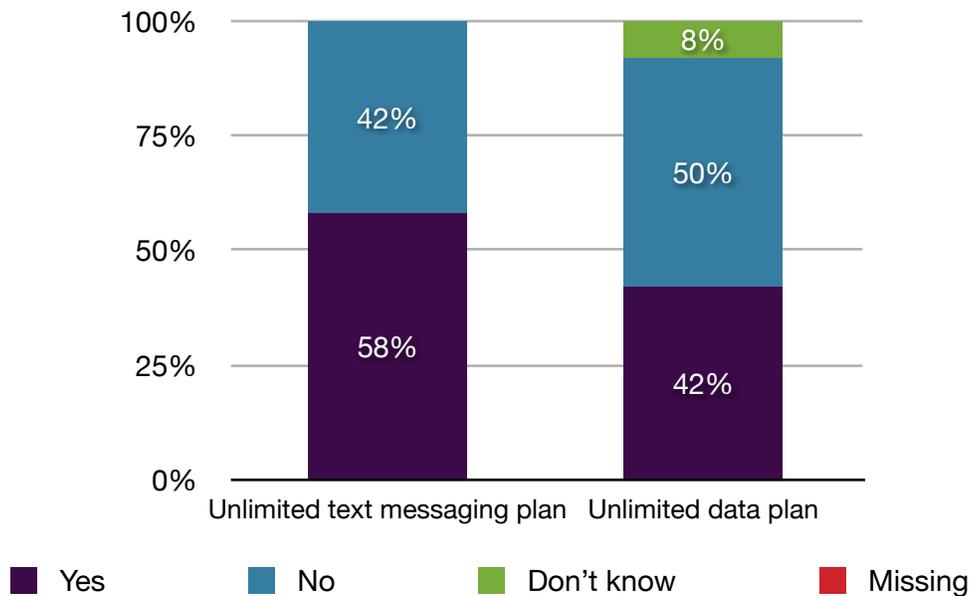
## Cell Phone Use

Among ITCA online survey respondents, 24 (86%) indicated that they have a cell phone. Of those who own a cell phone, 79% ( $n=19$ ) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who own a cell phone.

Table 3. Type of Cell Phone Owned ( $n=24$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc.)	5	21
Basic cell phone without an internet or data plan	8	33
iPhone	1	4
Other type of cell phone	8	33
Blackberry or Microsoft Windows Phone	2	8

Figure 5. Type of Cell Phone Plan ( $n=24$ )



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information (n=24)**

Application/Program	Frequency	Percent (%)
None	21	88
WebMD Mobile	0	0
What to Expect – Pregnancy	1	4
Text4Baby	0	0
Diaper Tracker	0	0
Baby Hub	0	0
Other	1	4

# Internet Usage

## Devices

Online survey respondents were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

Table 5. How Respondents Connect to the Internet (N=28)

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	16	57
Mostly on a cell phone	5	18
Both equally	5	18
Missing	2	7

Table 6. Type of Device Used for Various Technology Tasks (N=28)

Task	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	25	38	43
Watch videos	14	39	50
Take photos	68	18	21
Send a photo or video to someone	54	14	39
Post a photo or video online	18	21	57
Play games	50	29	39
Download applications or apps	18	21	61
Participate in a video call or video chat	4	14	75
Locate a store, business, restaurant, or residence	29	39	43
Schedule or cancel an appointment	46	11	36
Scan a QR code to get more information	4	7	82

## Internet Content

Among ITCA online survey respondents, 14% ( $n=4$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Online survey respondents were also asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

Table 7. Websites Used for Health and Parenting Information ( $N=28$ )

Website	Frequency	Percent (%)
WebMD	4	14
Babycenter	4	14
PBS Kids	4	14
None	16	57
The Bump	2	7
Circle of Moms	1	4
CafeMom	0	0
Other website	2	7

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently online survey respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use (N=28)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	61	7	0	4	7	21	0
Email	25	11	7	14	14	29	0
Facebook	14	11	14	7	18	36	0
Instant messaging	29	4	4	4	7	54	0
Twitter	4	4	0	0	0	82	0
Other social media	11	0	0	0	7	71	0

## Facebook Use

A majority of respondents ( $n=16$ , 57%) reported that they use Facebook. Of these, 44% indicated that they had ever ‘liked’ a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook activity among Facebook users ( $n=16$ )

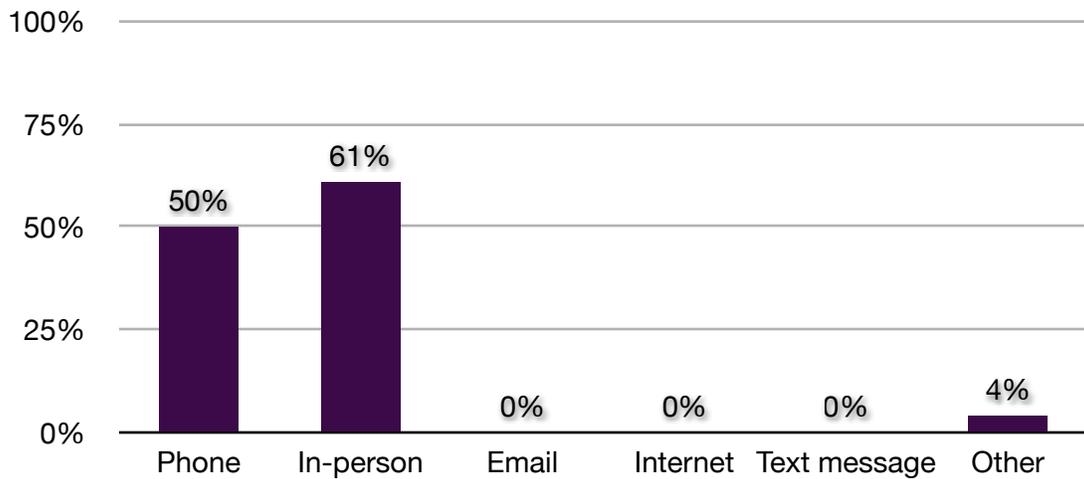
	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	19	13	13	25	25	6	0
Read updates and news from friends and family	19	19	13	19	31	0	0
Read updates and news from pages and brands that I like	25	0	6	6	13	44	6
"Like" or comment on other people's updates	19	13	13	6	31	19	0
"Like" or comment on the update of a group or business	13	6	25	6	0	44	6
Send private messages to others	19	19	19	13	25	6	0
Share photos and videos with others	19	0	19	19	25	19	0
Chat with friends and family	13	19	19	6	19	19	6
Join groups	6	0	13	0	0	75	6
Chat with a group	6	0	13	0	0	75	6

# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education. Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=28)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=28)*

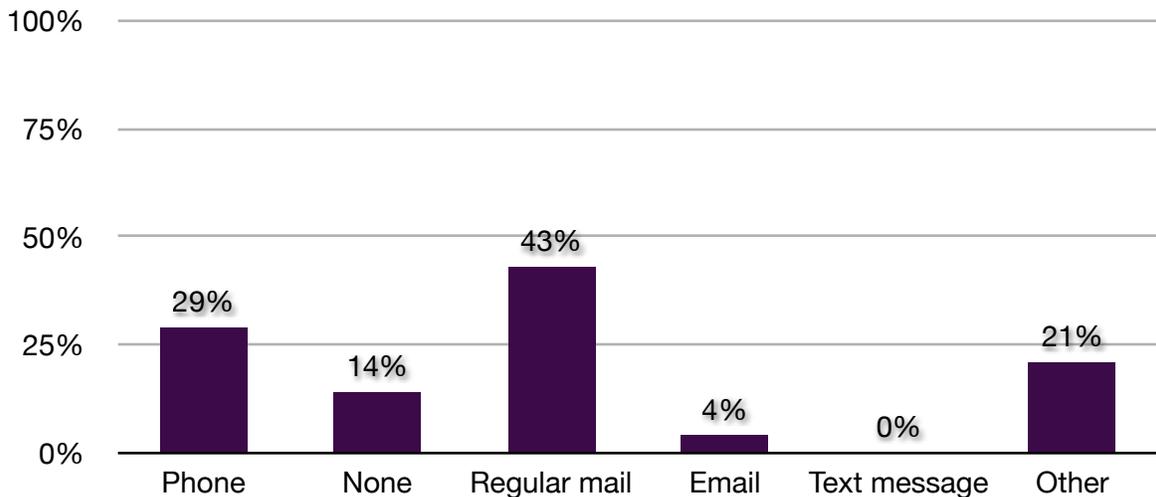


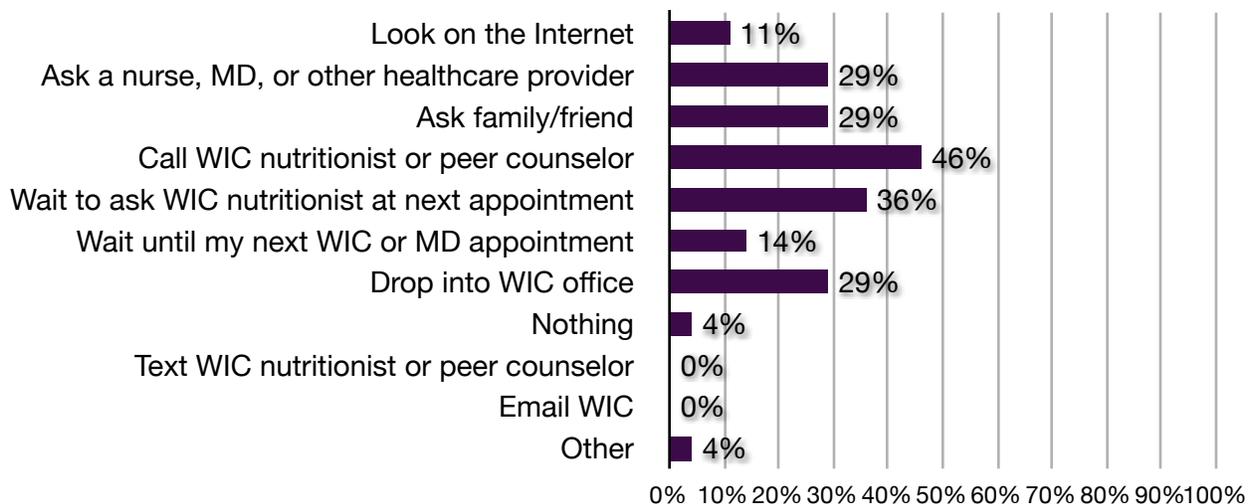
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=28)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
In person, one-on-one with nutritionist or WIC staff	89	89
Group classes at my WIC clinic	7	18
On the Internet	7	18
In person, one-on-one with breastfeeding educator or peer counselor	14	29
Lessons I take home	18	32
Self-paced lessons I do on my own at my WIC clinic	4	7
Kiosk in waiting room at my WIC clinic	4	0
Video/Skype one-on-one counseling with nutritionist or WIC staff	0	0
Video/Skype one-on-one counseling with breastfeeding educator	0	0

### Nutrition and Breastfeeding Related Resources

Respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N= 28)



## Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question they were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=28)

Topic	Percent (%) of respondents interested
I am not interested in joining a group	32
Toddlers	46
Healthy eating	50
Parenting	57
Exercise	43
Preschoolers	36
Infants	32
Breastfeeding	36
Newborns	32
Pregnancy	29

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=28)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	39
Facebook	36
Neither	36
Other social media site	0

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=28)

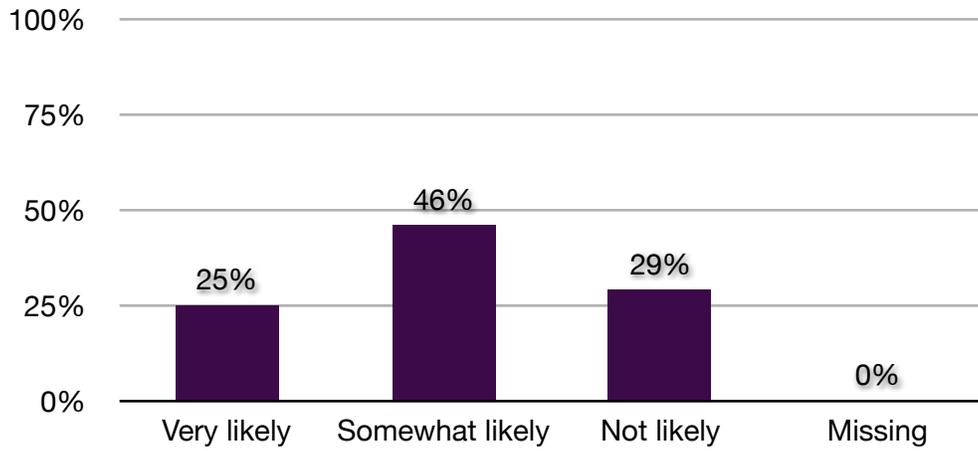


Table 13. Preferred Sites for Communicating with WIC Parents (N=28)

Site	Frequency	Percent (%)
Site for WIC parents	9	32
None	11	39
Facebook	8	29
CafeMom	0	0
Other social media site	0	0
Missing	0	0

## Perceived Usefulness of Various Technologies in WIC

Online survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=28)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	46	29	18	7
Receive appointment reminders via email	25	43	25	7
Schedule your WIC appointments online	11	50	32	7
Text questions to a WIC nutritionist or breastfeeding peer counselor	39	29	21	11
Attend a scheduled WIC class online with a live instructor	7	54	35	7
Access recipes and cooking demonstration videos online featuring WIC foods	43	39	11	7
Access breastfeeding videos available online	21	50	21	7
Read answers to frequently asked questions online	32	57	4	7

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=28)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	32	46	18	4
Breastfeeding Educator	29	39	25	7
Other WIC staff	32	46	14	7

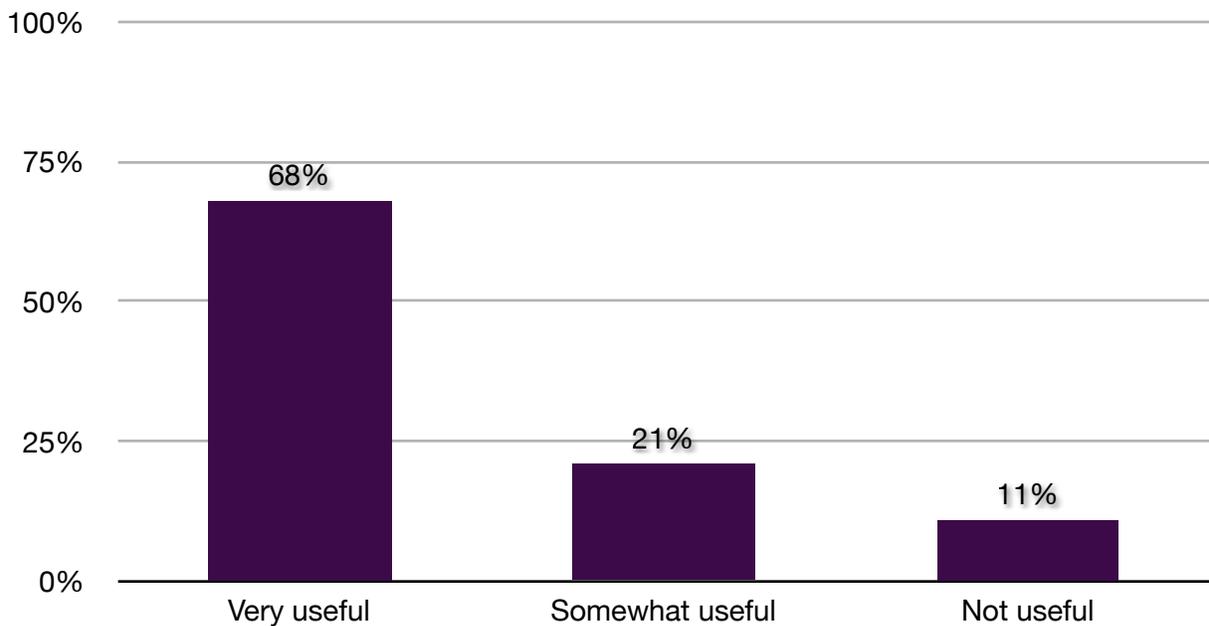
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=28)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	46	32	18	4
Twitter	11	11	71	7
Email	29	50	21	0

Table 17. Perceived Usefulness of WIC Connect Visuals (N=28)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	39	39	14	7
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	61	39	0	0
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	54	25	14	7

Figure 10. Perceived Usefulness of Online Balance Check (N=28)



Appendix D-9:  
Online Survey Results -  
Mariana Islands

# Mariana Islands Demographics

The final sample included in the analysis consisted of 51 respondents. Among online survey respondents from Mariana Islands, 98% indicated that they were WIC clients and 2% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics for Mariana Islands.

Table 1. Online Survey Respondent Demographics (N=51)

Age	Race	Ethnicity
Mean = 32 years ( <i>SD</i> =8.0) Range = 17-50 years  <b>Millennial Generation</b> (ages 20-31), 51% <b>Younger</b> (ages 15-19), 4% <b>Older</b> (ages 32 and up), 43% Missing, 2%	White, 4% African American, 0% Asian, 37% American Indian/Alaskan Native, 4% Native Hawaiian/Pacific Islander, 53% Other, 0% Missing, 2%	Hispanic, <i>n</i> =2 (4%)

Figure 1. Respondents' Age (N=51)

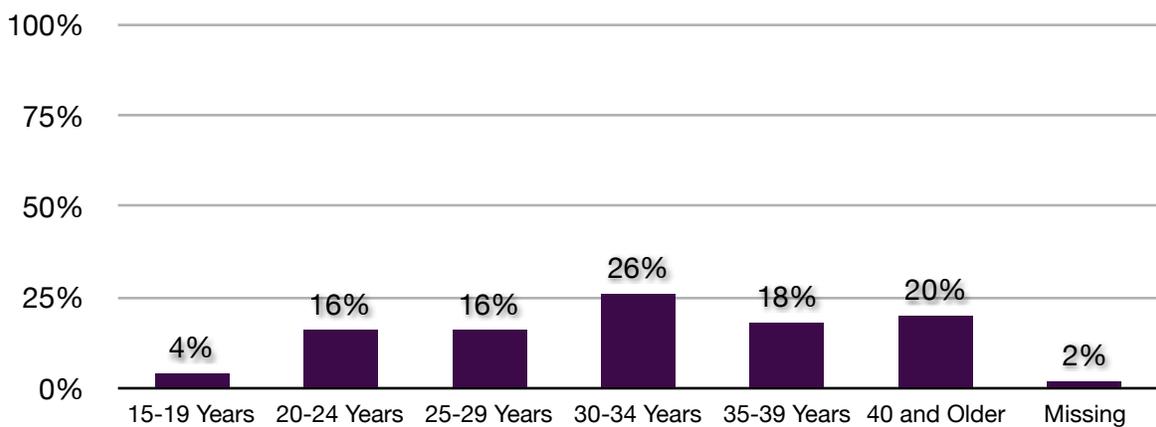


Figure 2. Respondents' Education Level (N=51)

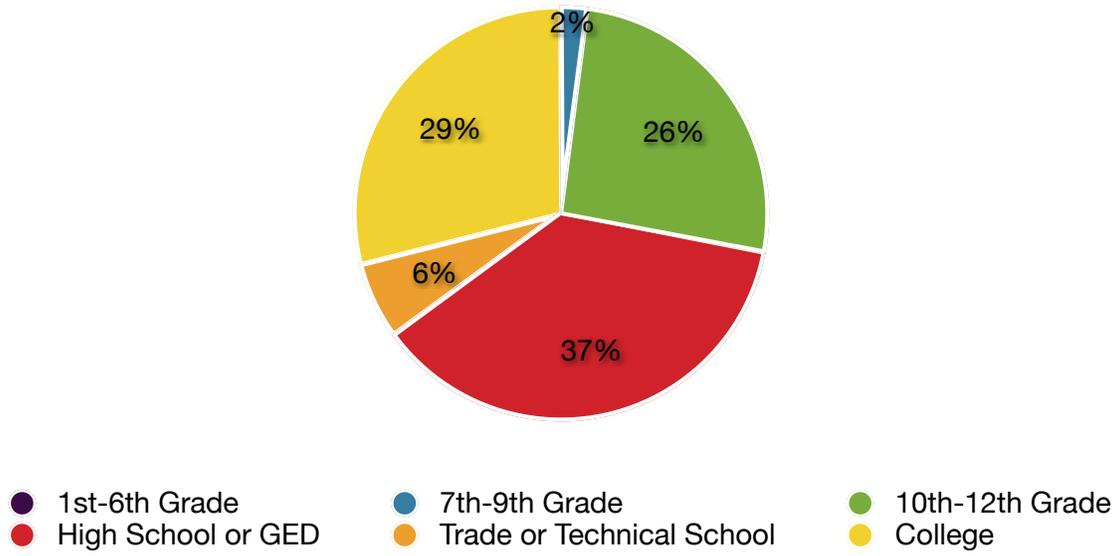


Figure 3. Respondents' Preferred Language (N=51)

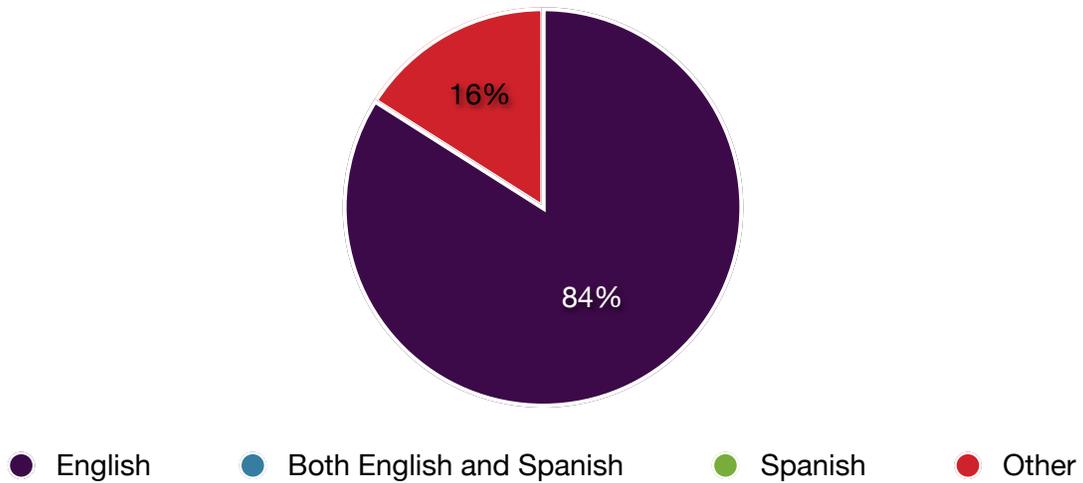
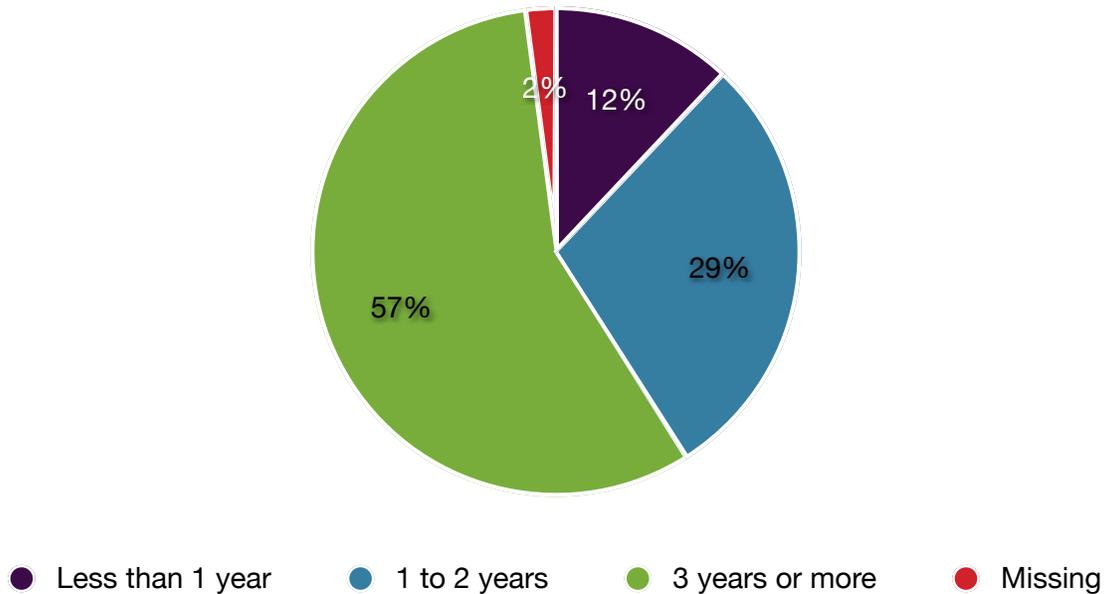


Table 2. Respondents' Parental Status (N=51)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 2.4 children (SD=1.5) Range = 1-8 children	Mother, 88% Pregnant, 2% Father, 6% Foster parent, 0% Grandparent, 4% Other, 0% Missing, 0%	Pregnant, 14% Breastfeeding, 31% Parent/caretaker of baby <12 mo, 47% Parent/caretaker of child > 1 yr, 88%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=51)



# Participant Survey Results

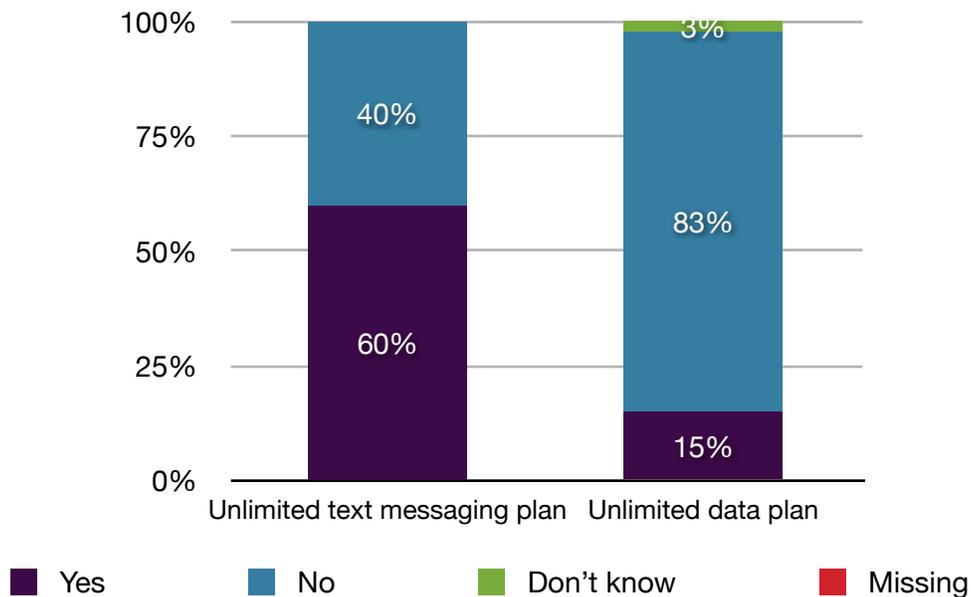
## Cell Phone Use

Among Mariana Islands online survey respondents, 40 (78%) indicated that they have a cell phone. Of those who own a cell phone, 100 percent ( $n=40$ ) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who own a cell phone.

Table 3. Type of Cell Phone Owned ( $n=40$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc.)	9	23
Basic cell phone without an internet or data plan	21	52
iPhone	1	3
Other type of cell phone	5	13
Blackberry or Microsoft Windows Phone	4	10

Figure 5. Type of Cell Phone Plan ( $n=40$ )



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information (n=40)**

<b>Application/Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
None	24	60
WebMD Mobile	2	5
What to Expect – Pregnancy	3	8
Text4Baby	6	15
Diaper Tracker	1	3
Baby Hub	1	3
Other	5	13

# Internet Usage

## Devices

Online survey respondents were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

Table 5. How Respondents Connect to the Internet (N=51)

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	38	75
Mostly on a cell phone	5	10
Both equally	6	12
Missing	2	4

Table 6. Type of Device Used for Various Technology Tasks (N=51)

Task	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	39	61	10
Watch videos	16	61	26
Take photos	71	35	8
Send a photo or video to someone	26	61	24
Post a photo or video online	20	69	18
Play games	29	65	22
Download applications or apps	18	59	29
Participate in a video call or video chat	8	45	45
Locate a store, business, restaurant, or residence	22	53	31
Schedule or cancel an appointment	49	28	33
Scan a QR code to get more information	4	29	65

## Internet Content

Among Mariana Islands online survey respondents, 14% ( $n=7$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Online survey respondents were also asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

**Table 7. Websites Used for Health and Parenting Information (N=51)**

Website	Frequency	Percent (%)
WebMD	3	6
BabyCenter	17	33
PBS Kids	14	28
None	13	26
The Bump	2	4
Circle of Moms	5	10
CafeMom	0	0
Other website	6	12

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use (N=51)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	61	8	8	0	8	8	8
Email	33	18	16	12	12	6	4
Facebook	29	22	12	8	16	12	2
Instant messaging	35	14	18	2	14	12	6
Twitter	4	2	2	4	6	75	8
Other social media	10	8	14	4	16	33	16

## Facebook Use

A majority of online survey respondents (n=43, 84%) reported that they use Facebook. Of these, 77% indicated that they had ever 'liked' a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook activity among Facebook users (N=43)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	19	26	19	9	19	9	0
Read updates and news from friends and family	30	30	19	12	9	0	0
Read updates and news from pages and brands that I like	23	37	9	14	9	2	5
"Like" or comment on other people's updates	26	30	9	14	12	9	0
"Like" or comment on the update of a group or business	26	26	7	14	7	19	2
Send private messages to others	28	26	12	14	14	7	0
Share photos and videos with others	23	19	9	21	21	5	2
Chat with friends and family	26	19	19	12	12	7	7
Join groups	14	7	7	5	28	33	7
Chat with a group	19	9	5	7	21	35	5

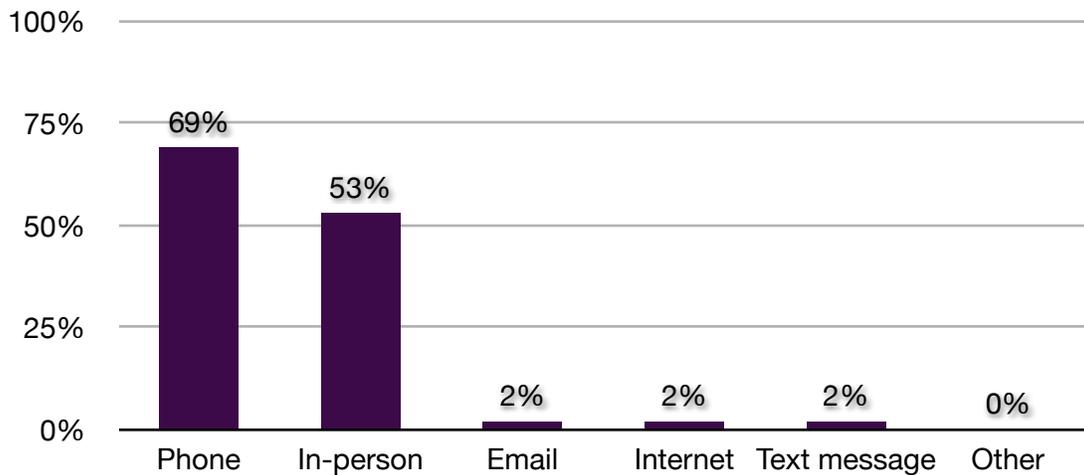
# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education.

Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=51)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=51)*

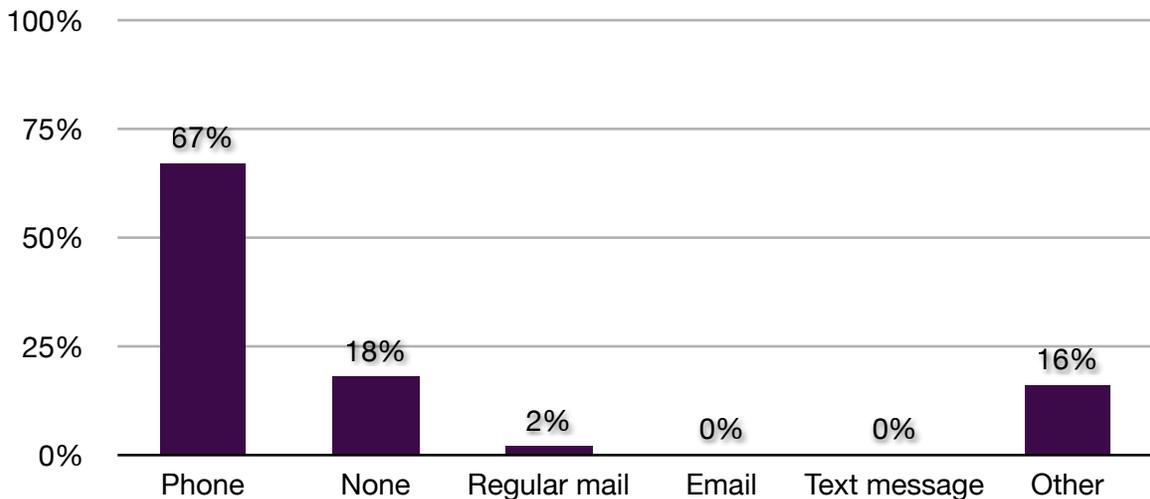


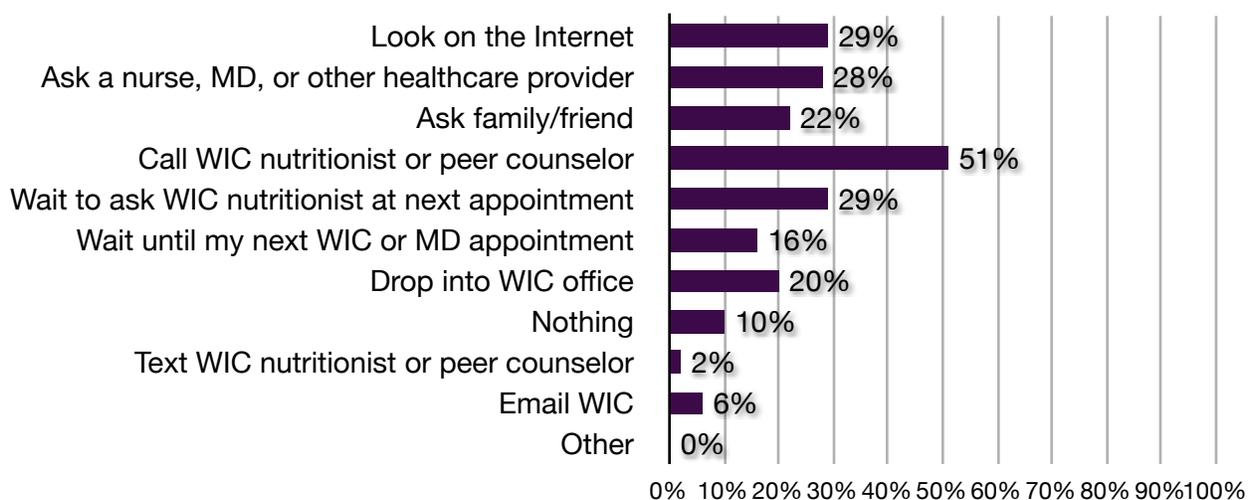
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=51)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
In person, one-on-one with nutritionist or WIC staff	92	22
Group classes at my WIC clinic	12	26
On the Internet	4	45
In person, one-on-one with breastfeeding educator or peer counselor	18	26
Lessons I take home	6	22
Self-paced lessons I do on my own at my WIC clinic	0	6
Kiosk in waiting room at my WIC clinic	4	4
Video/Skype one-on-one counseling with nutritionist or WIC staff	0	18
Video/Skype one-on-one counseling with breastfeeding educator	0	16

### Nutrition and Breastfeeding Related Resources

Online survey respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N=51)



## Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question they were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=51)

Topic	Percent (%) of respondents interested
I am not interested in joining a group	14
Toddlers	43
Healthy eating	53
Parenting	39
Exercise	35
Preschoolers	37
Infants	39
Breastfeeding	31
Newborns	24
Pregnancy	18

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=51)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	49
Facebook	47
Neither	10
Other social media site	2

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=51)

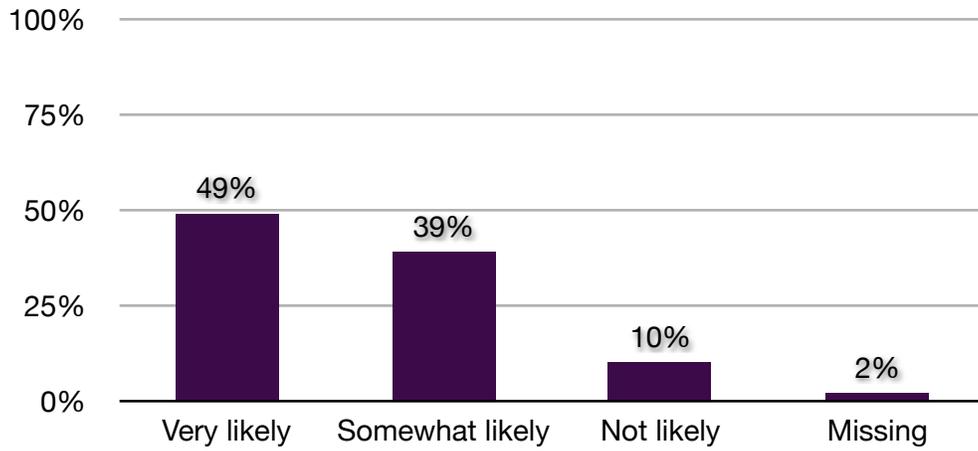


Table 13. Preferred Sites for Communicating with WIC Parents (N=51)

Site	Frequency	Percent (%)
Site for WIC parents	22	43
None	5	10
Facebook	19	37
CafeMom	4	8
Other social media site	0	0
Missing	1	2

## Perceived Usefulness of Various Technologies in WIC

Online survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=51)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	49	31	12	8
Receive appointment reminders via email	59	26	4	12
Schedule your WIC appointments online	61	24	6	19
Text questions to a WIC nutritionist or breastfeeding peer counselor	47	33	8	12
Attend a scheduled WIC class online with a live instructor	41	43	6	10
Access recipes and cooking demonstration videos online featuring WIC foods	65	22	2	12
Access breastfeeding videos available online	51	31	6	12
Read answers to frequently asked questions online	59	29	2	10

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=51)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	63	28	4	6
Breastfeeding Educator	57	26	10	8
Other WIC staff	63	24	2	12

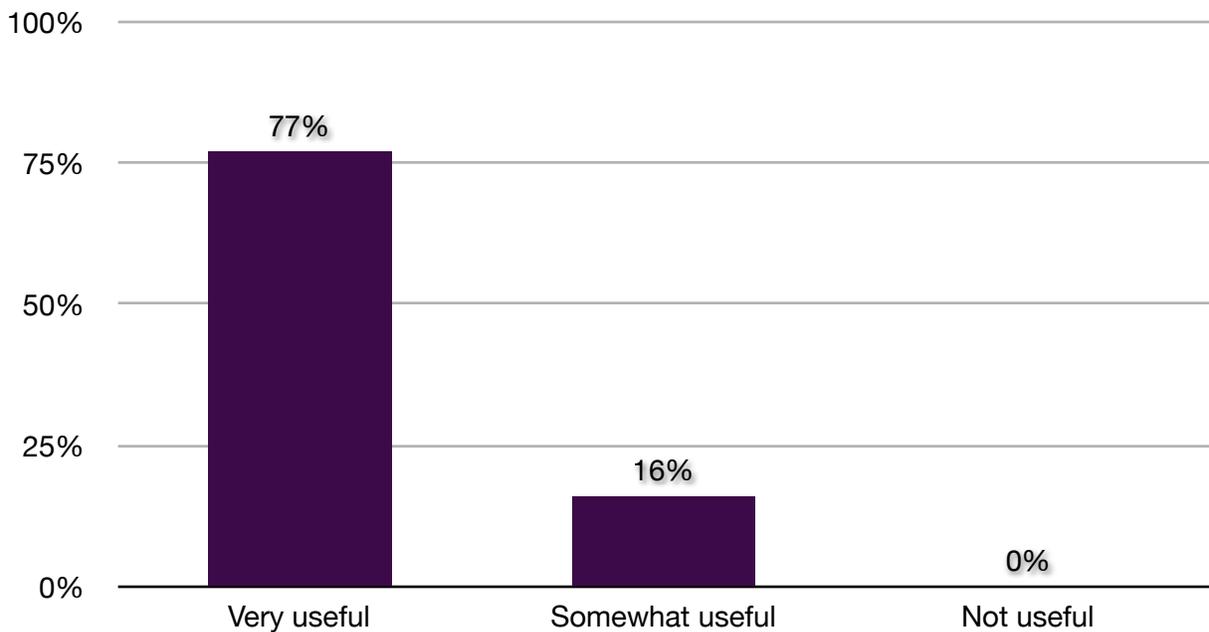
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=51)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	55	26	6	14
Twitter	26	35	20	20
Email	69	24	0	8

Table 17. Perceived Usefulness of WIC Connect Visuals (N=51)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	45	31	12	12
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	69	22	2	8
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	63	20	4	14

Figure 10. Perceived Usefulness of Online Balance Check (N=51)



Appendix D-10:  
Online Survey Results - Nevada

# Nevada Demographics

The final sample included in the analysis consisted of 176 respondents. All of the online survey respondents from Nevada (100%) indicated that they were WIC clients. Tables 1 and 2 and Figures 1-4 present the demographics for Nevada.

Table 1. Online Survey Respondent Demographics (N=176)

Age	Race	Ethnicity
Mean = 30 years (SD=7.0) Range = 17-50 years  <b>Millennial Generation</b> (ages 20-31), 55% <b>Younger</b> (ages 15-19), 5% <b>Older</b> (ages 32 and up), 37% Missing, 4%	White, 48% African American, 11% Asian, 6% American Indian/Alaskan Native, 3% Native Hawaiian/Pacific Islander, 3% Other, 4% Missing, 25%	Hispanic, n=93 (53%)

Figure 1. Respondents' Age (N=176)

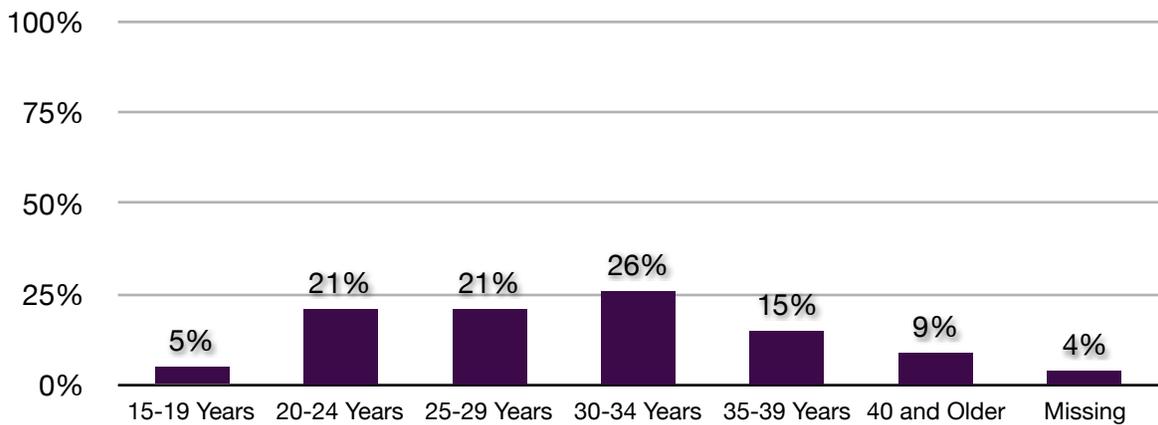


Figure 2. Respondents' Education Level (N=176)

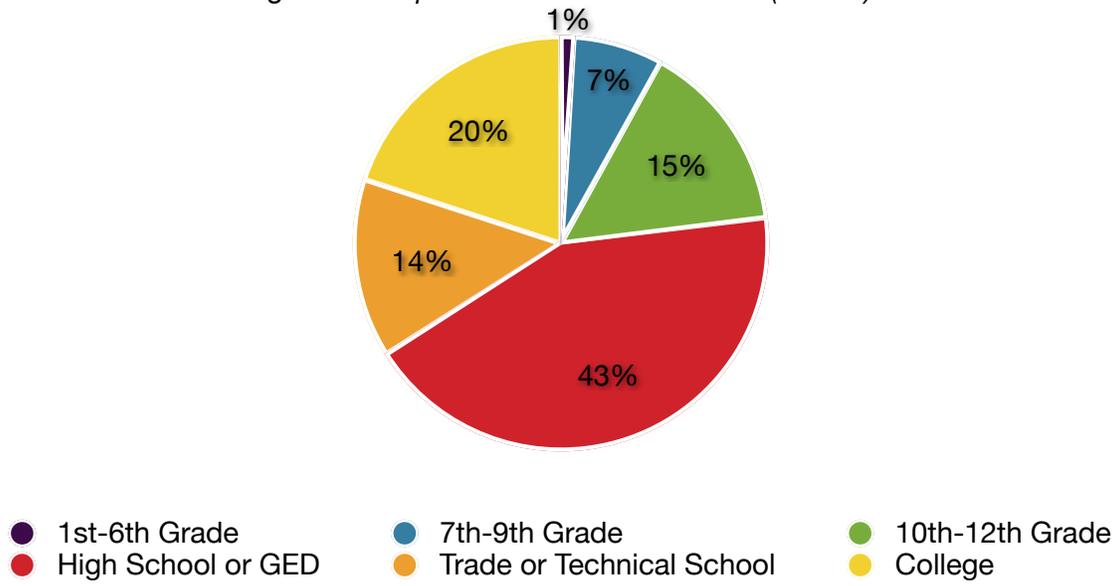


Figure 3. Respondents' Preferred Language (N=176)

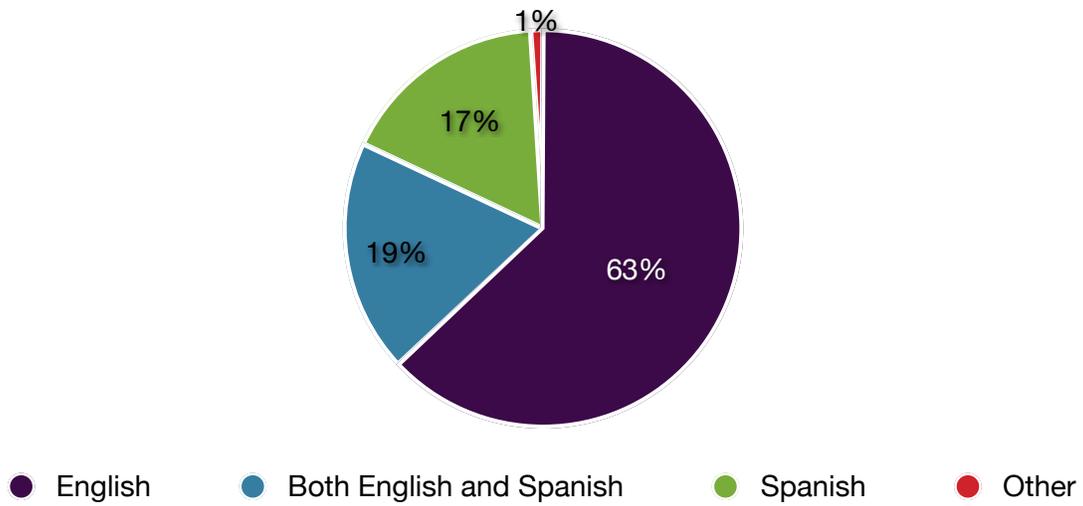
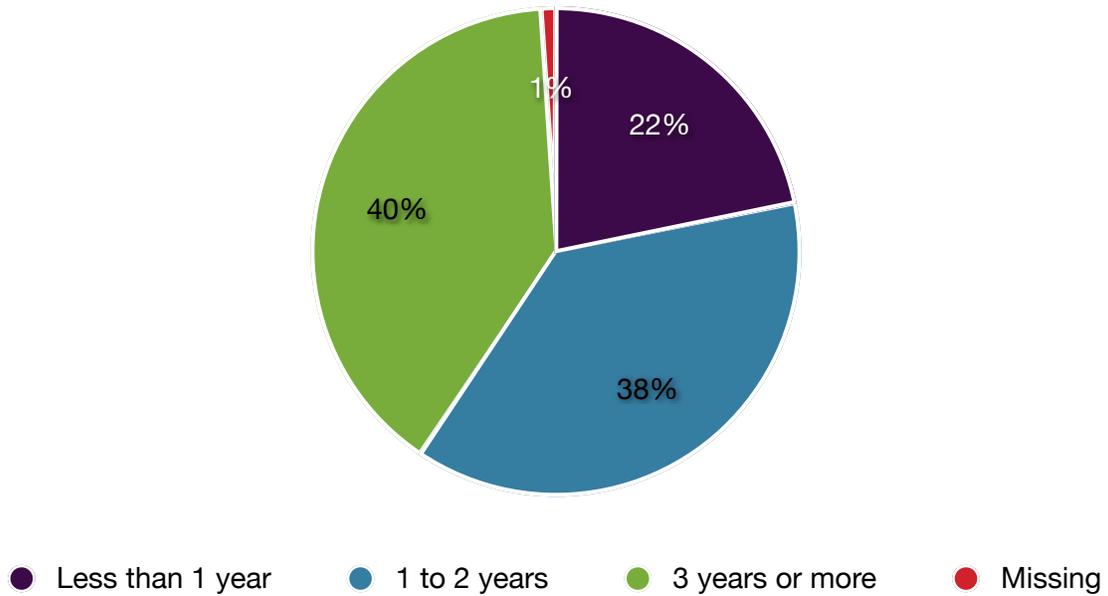


Table 2. Respondents' Parental Status (N=176)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 2.1 children (SD=1.2) Range = 0-8 children	Mother, 93% Pregnant, 2% Father, 2% Foster parent, 1% Grandparent, 1% Other, 0% Missing, 1%	Pregnant, 8% Breastfeeding, 6% Parent/caretaker of baby <12 mo, 18% Parent/caretaker of child > 1 yr, 81%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=176)



# Participant Survey Results

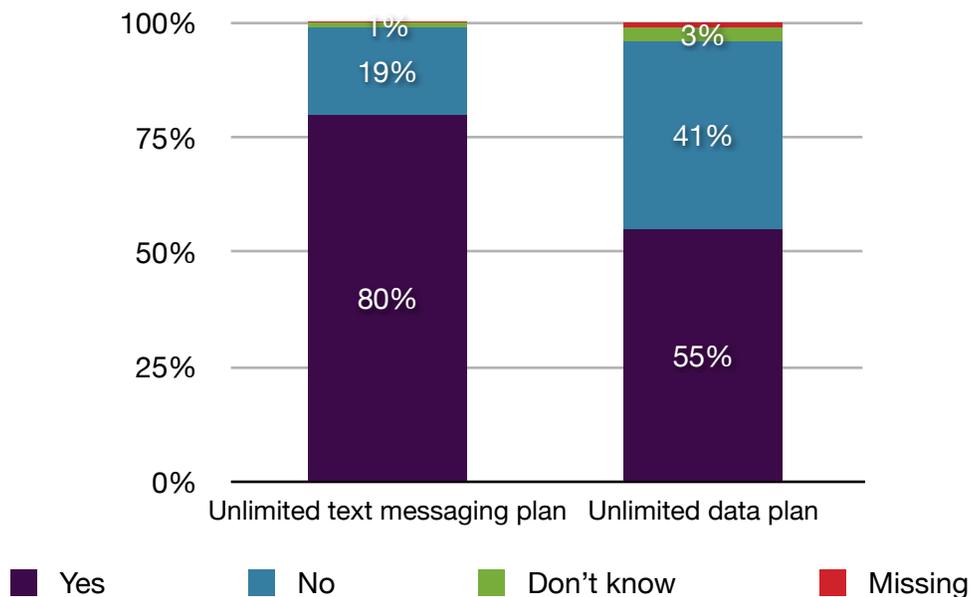
## Cell Phone Use

Among Nevada online survey respondents, 157 (89%) indicated that they have a cell phone. Of those who own a cell phone, 90 percent ( $n=142$ ) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who own a cell phone.

Table 3. Type of Cell Phone Owned ( $n=157$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc.)	47	30
Basic cell phone without an internet or data plan	46	29
iPhone	24	15
Other type of cell phone	25	16
Blackberry or Microsoft Windows Phone	14	9

Figure 5. Type of Cell Phone Plan ( $n=157$ )



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information (n=157)**

<b>Application/Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
None	119	76
WebMD Mobile	25	16
What to Expect – Pregnancy	8	5
Text4Baby	7	5
Diaper Tracker	2	1
Baby Hub	3	2
Other	4	3

# Internet Usage

## Devices

Online survey respondents were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

**Table 5. How Respondents Connect to the Internet (N=176)**

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	105	60
Mostly on a cell phone	35	20
Both equally	32	18
Missing	4	2

**Table 6. Type of Device Used for Various Technology Tasks (N=176)**

Task	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	40	67	8
Watch videos	23	63	17
Take photos	73	18	14
Send a photo or video to someone	60	44	10
Post a photo or video online	34	53	21
Play games	39	42	29
Download applications or apps	43	30	34
Participate in a video call or video chat	10	34	51
Locate a store, business, restaurant, or residence	42	64	12
Schedule or cancel an appointment	62	23	19
Scan a QR code to get more information	18	9	67

## Internet Content

Among online survey respondents from Nevada, 21% ( $n=36$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Online survey respondents were also asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

Table 7. Websites Used for Health and Parenting Information ( $N=176$ )

Website	Frequency	Percent (%)
WebMD	61	35
BabyCenter	36	21
PBS Kids	56	32
None	49	28
The Bump	5	3
Circle of Moms	11	6
CafeMom	16	9
Other website	12	7

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use (N=176)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	65	7	3	5	4	14	3
Email	33	18	11	14	15	6	3
Facebook	40	18	9	6	7	17	3
Instant messaging	27	5	3	5	16	39	4
Twitter	4	3	0	2	5	78	8
Other social media	8	3	3	4	9	61	12

## Facebook Use

A majority of respondents (n=140, 80%) reported that they use Facebook. Of these, 65% indicated that they had ever ‘liked’ a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook Activity Among Facebook Users (n=140)

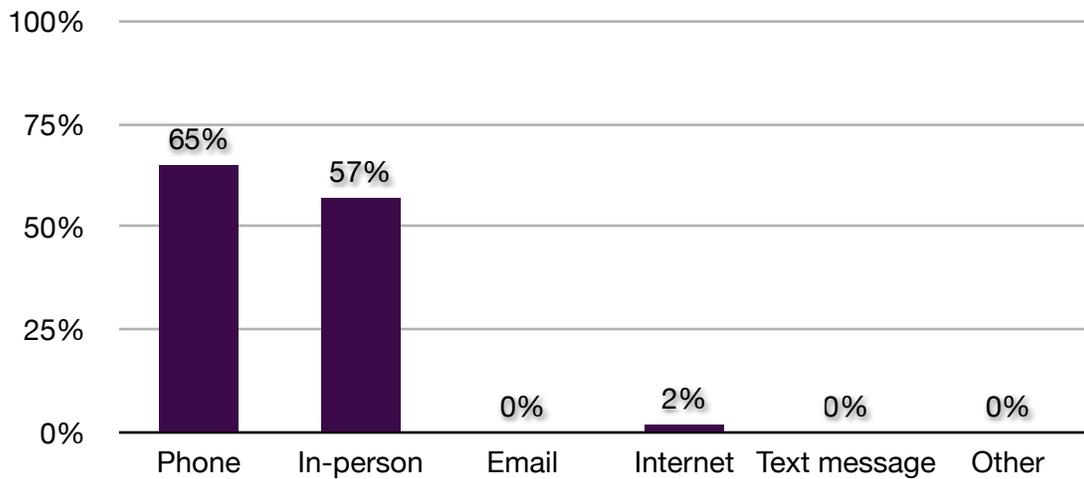
	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	15	17	9	21	27	9	1
Read updates and news from friends and family	38	24	11	13	14	1	0
Read updates and news from pages and brands that I like	24	16	13	8	16	23	1
"Like" or comment on other people's updates	38	17	14	11	11	9	0
"Like" or comment on the update of a group or business	19	14	6	11	19	31	1
Send private messages to others	20	14	9	19	27	11	0
Share photos and videos with others	19	14	14	11	33	10	0
Chat with friends and family	21	16	16	14	25	7	1
Join groups	8	5	1	3	21	59	3
Chat with a group	8	6	1	0	9	72	3

# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education. Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=176)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=176)*

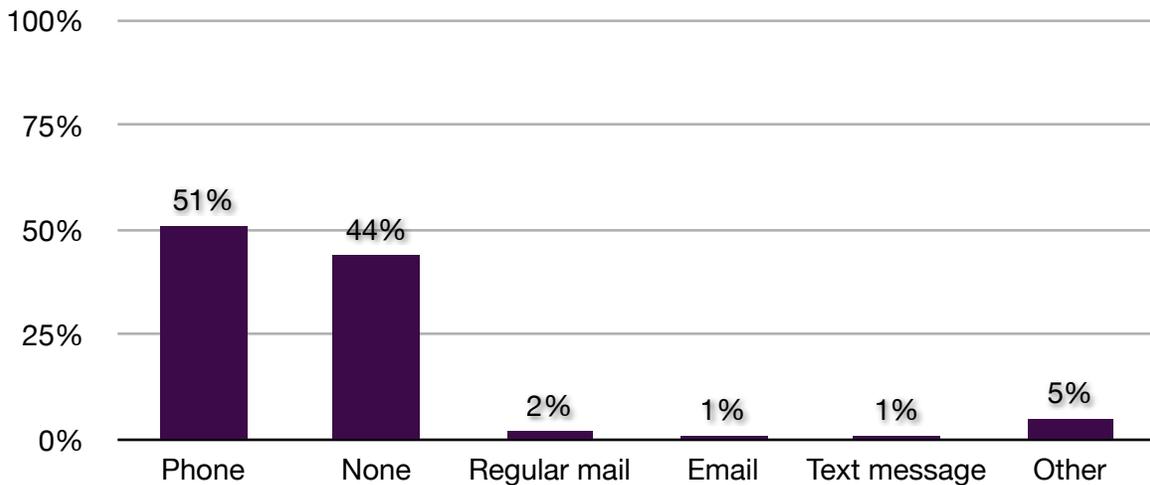


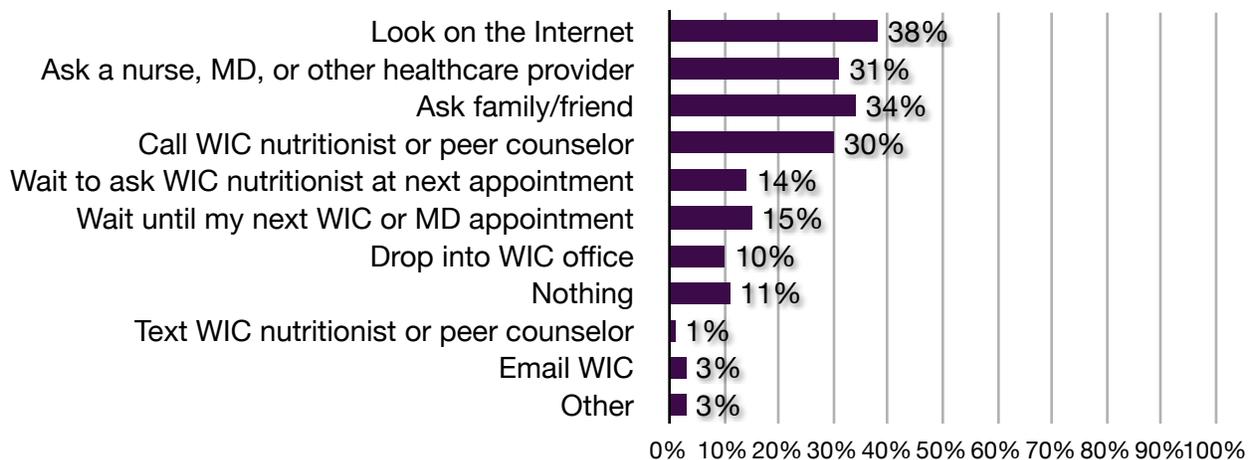
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=176)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
In person, one-on-one with nutritionist or WIC staff	59	40
Group classes at my WIC clinic	32	21
On the Internet	47	76
In person, one-on-one with breastfeeding educator or peer counselor	5	9
Lessons I take home	11	22
Self-paced lessons I do on my own at my WIC clinic	2	7
Kiosk in waiting room at my WIC clinic	0	5
Video/Skype one-on-one counseling with nutritionist or WIC staff	2	9
Video/Skype one-on-one counseling with breastfeeding educator	1	3

### Nutrition and Breastfeeding Related Resources

Online survey respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N=176)



## Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question, respondents were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=176)

Topic	Percent (%) of respondents interested
I am not interested in joining a group	31
Toddlers	41
Healthy eating	37
Parenting	39
Exercise	36
Preschoolers	28
Infants	13
Breastfeeding	8
Newborns	6
Pregnancy	9

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=176)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	45
Facebook	42
Neither	27
Other social media site	2

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=176)

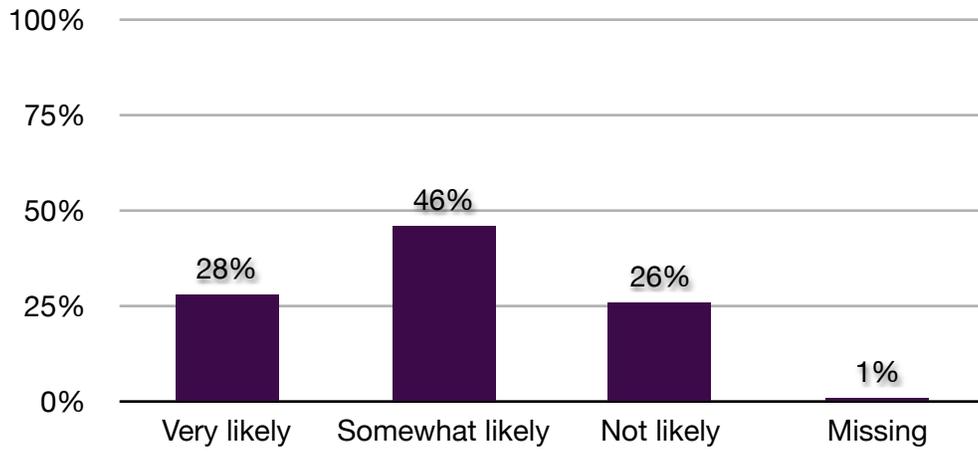


Table 13. Preferred Sites for Communicating with WIC Parents (N=176)

Site	Frequency	Percent (%)
Site for WIC parents	71	40
None	49	28
Facebook	49	28
CafeMom	5	3
Other social media site	0	0
Missing	2	1

## Perceived Usefulness of Various Technologies in WIC

Online survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=176)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	63	22	13	3
Receive appointment reminders via email	52	32	14	2
Schedule your WIC appointments online	64	23	10	3
Text questions to a WIC nutritionist or breastfeeding peer counselor	44	30	22	5
Attend a scheduled WIC class online with a live instructor	39	42	15	5
Access recipes and cooking demonstration videos online featuring WIC foods	66	24	7	3
Access breastfeeding videos available online	39	23	32	6
Read answers to frequently asked questions online	55	33	9	3

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=176)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	49	32	17	2
Breastfeeding Educator	31	26	39	5
Other WIC staff	44	32	20	5

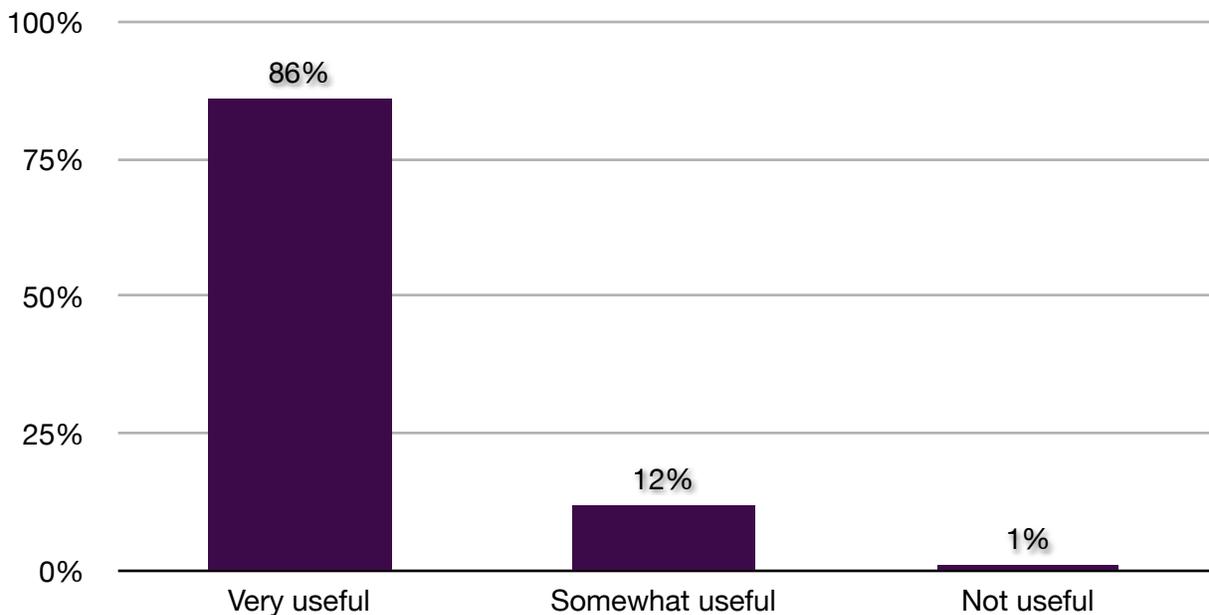
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=176)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	59	23	15	3
Twitter	12	10	69	10
Email	57	31	10	2

Table 17. Perceived Usefulness of WIC Connect Visuals (N=176)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	60	29	10	1
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	76	18	6	0
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	75	14	9	3

Figure 10. Perceived Usefulness of Online Balance Check (N=176)



# Appendix D-11: Online Survey Results - Oregon

# Oregon Demographics

The final sample included in the analysis consisted of 850 respondents. Among online survey respondents from Oregon (99%) indicated that they were WIC clients and 1% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics for Oregon.

Table 1. Online Survey Respondent Demographics (N=850)

Age	Race	Ethnicity
Mean = 30 years (SD=6.9) Range = 16-70 years  <b>Millennial Generation</b> (ages 20-31), 64% <b>Younger</b> (ages 15-19), 3% <b>Older</b> (ages 32 and up), 32% Missing, 1%	White, 82% African American, 3% Asian, 3% American Indian/Alaskan Native, 5% Native Hawaiian/Pacific Islander, 1% Other, 1% Missing, 6%	Hispanic, n=129 (15%)

Figure 1. Respondents' Age (N=850)

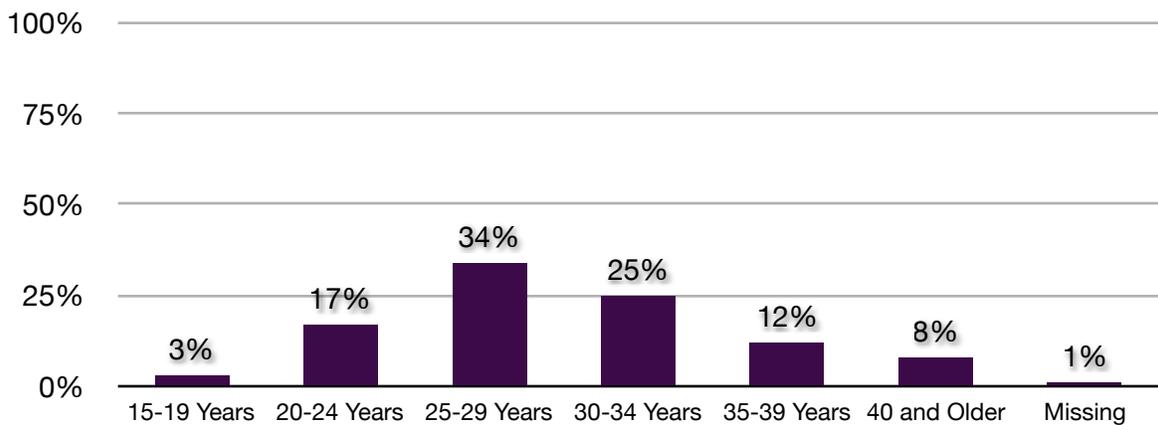


Figure 2. Respondents' Education Level (N=850)

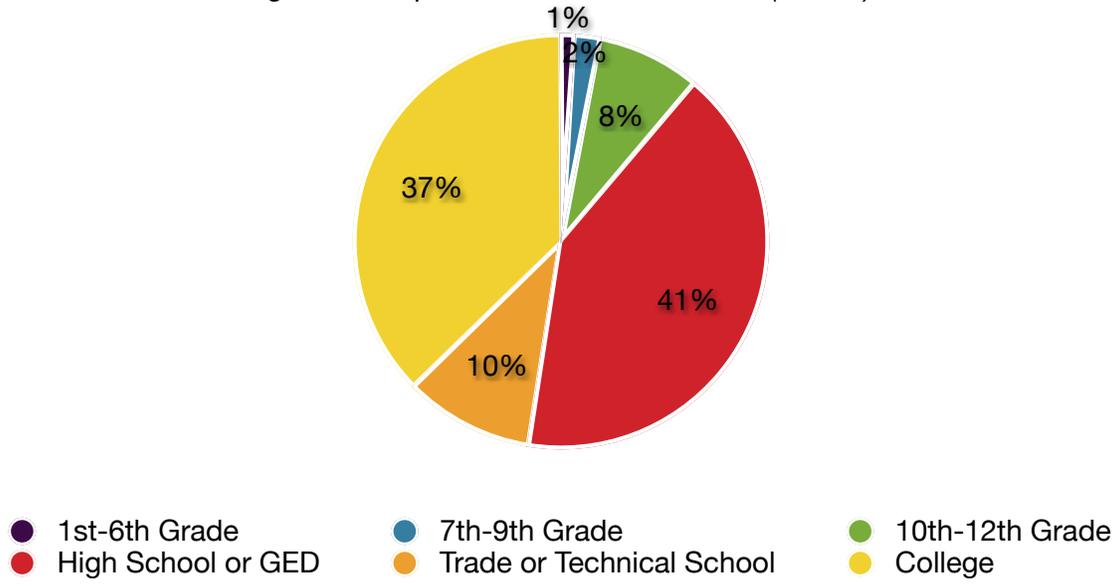


Figure 3. Respondents' Preferred Language (N=850)

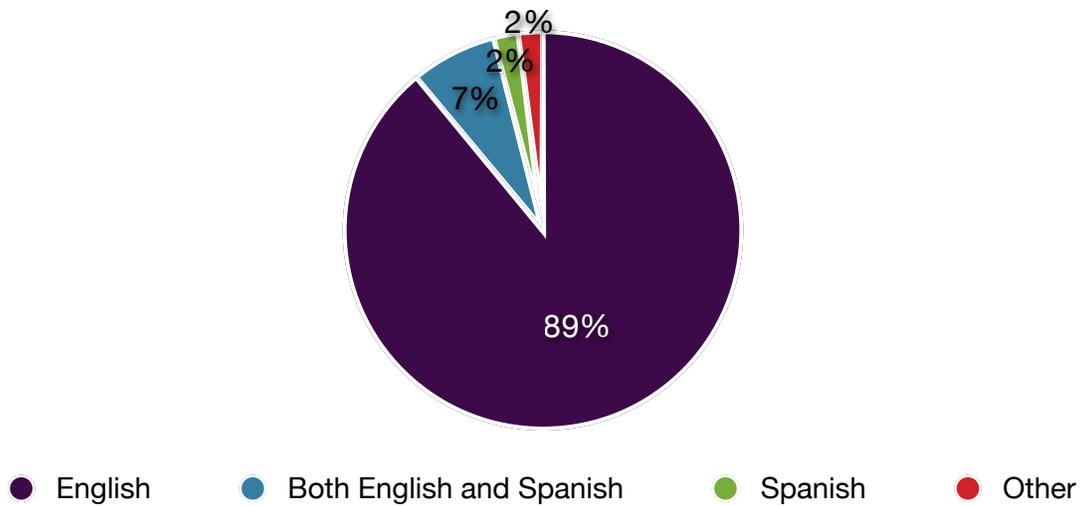
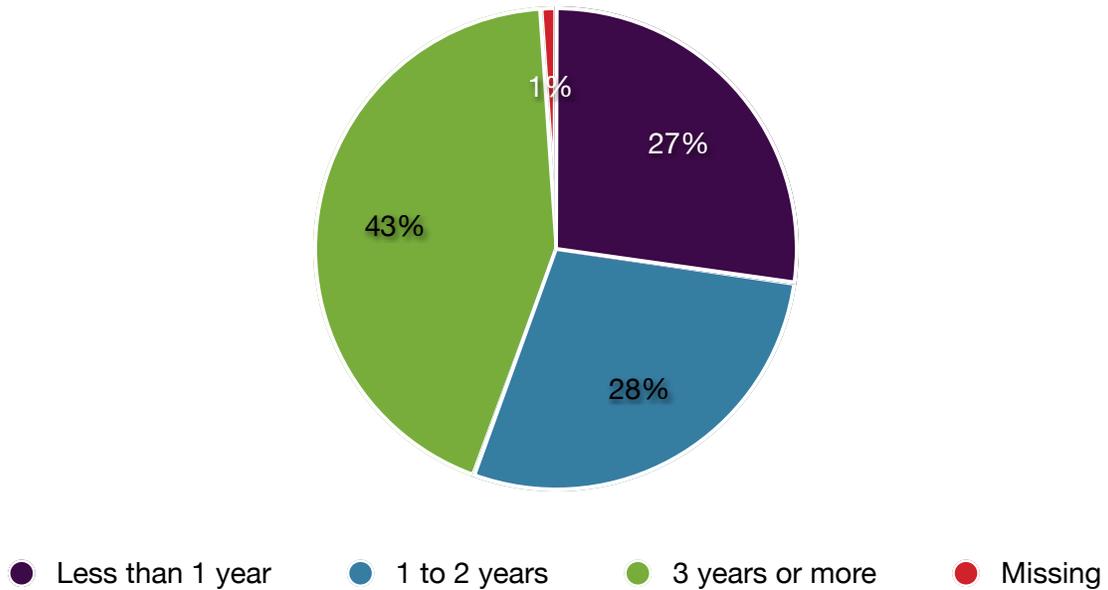


Table 2. Respondents' Parental Status (N=850)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 2.3 children (SD=1.5) Range = 0-13 children	Mother, 89% Pregnant, 5% Father, 2% Foster parent, 2% Grandparent, 1% Other, 1% Missing, 1%	Pregnant, 16% Breastfeeding, 71% Parent/caretaker of baby <12 mo, 38% Parent/caretaker of child > 1 yr, 79%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=850)



# Participant Survey Results

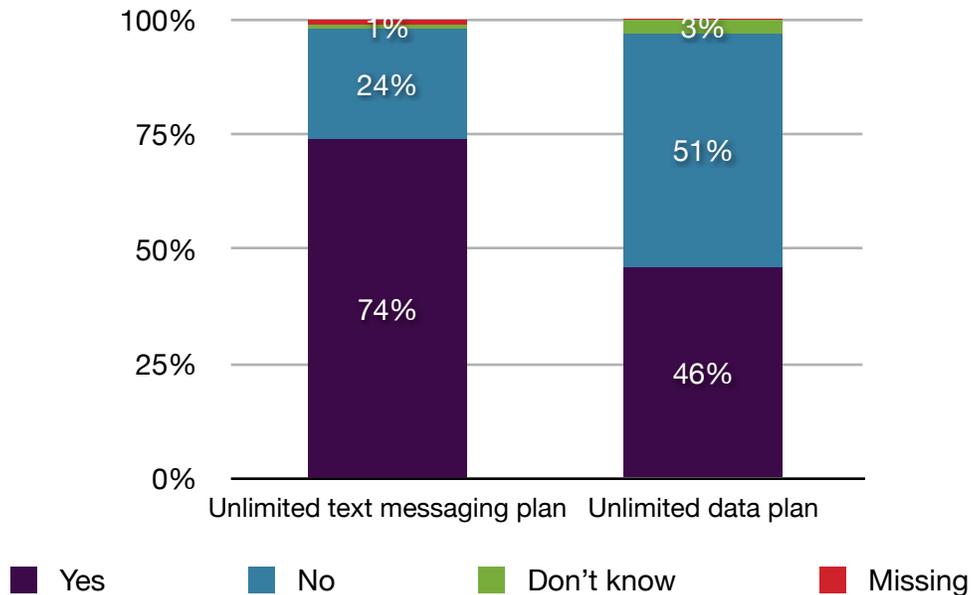
## Cell Phone Use

Among Oregon online survey respondents, 794 (93%) indicated that they have a cell phone. Of those who own a cell phone, 94% (n=742) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who own a cell phone.

Table 3. Type of Cell Phone Owned (n=794)

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc.)	282	36
Basic cell phone without an internet or data plan	250	32
iPhone	105	13
Other type of cell phone	118	15
Blackberry or Microsoft Windows Phone	37	5

Figure 5. Type of Cell Phone Plan (n=794)



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information (n=794)**

<b>Application/Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
None	578	73
WebMD Mobile	112	14
What to Expect – Pregnancy	81	10
Text4Baby	27	3
Diaper Tracker	15	2
Baby Hub	5	1
Other	37	5

# Internet Usage

## Devices

Online survey respondents were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

Table 5. How Respondents Connect to the Internet (N=850)

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	496	58
Mostly on a cell phone	160	19
Both equally	186	22
Missing	8	1

Table 6. Type of Device Used for Various Technology Tasks (N=850)

Task	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	50	75	4
Watch videos	28	68	19
Take photos	79	19	12
Send a photo or video to someone	70	56	9
Post a photo or video online	46	61	17
Play games	36	49	32
Download applications or apps	44	31	33
Participate in a video call or video chat	12	34	55
Locate a store, business, restaurant, or residence	49	68	10
Schedule or cancel an appointment	62	32	21
Scan a QR code to get more information	17	5	76

## Internet Content

Among online survey respondents from Oregon, 33% ( $n=276$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Online survey respondents were asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

**Table 7. Websites Used for Health and Parenting Information (N=850)**

Website	Frequency	Percent (%)
WebMD	410	48
BabyCenter	323	38
PBS Kids	138	16
None	187	22
The Bump	77	9
Circle of Moms	75	9
CafeMom	82	10
Other website	99	12

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently online survey respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use (N=850)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	72	7	4	3	4	9	1
Email	50	20	11	9	7	2	1
Facebook	51	17	6	6	6	13	1
Instant messaging	22	4	8	7	16	40	3
Twitter	2	1	1	1	7	83	6
Other social media	8	5	3	4	8	65	7

## Facebook Use

A majority of respondents ( $n=729$ , 86%) reported that they use Facebook. Of these, 80% indicated that they had ever ‘liked’ a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook Activity Among Facebook Users ( $n=729$ )

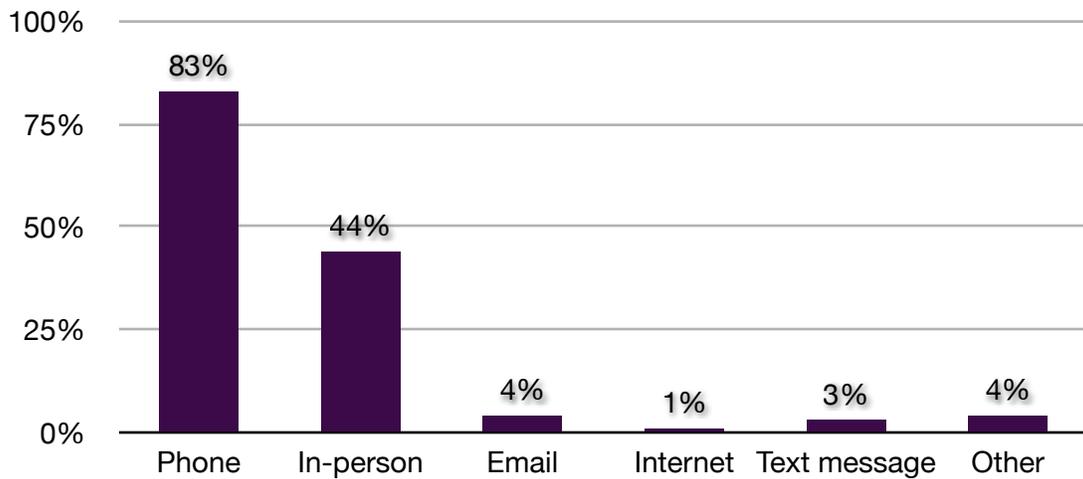
	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	15	17	16	18	27	8	0
Read updates and news from friends and family	51	22	10	8	8	1	1
Read updates and news from pages and brands that I like	31	18	9	10	15	17	1
"Like" or comment on other people's updates	42	18	14	11	11	4	0
"Like" or comment on the update of a group or business	24	12	11	11	20	23	1
Send private messages to others	19	13	19	17	27	5	1
Share photos and videos with others	20	10	19	16	29	6	0
Chat with friends and family	23	14	14	15	20	13	1
Join groups	6	3	4	5	36	44	1
Chat with a group	6	2	4	4	15	68	1

# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education. Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=850)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=850)*

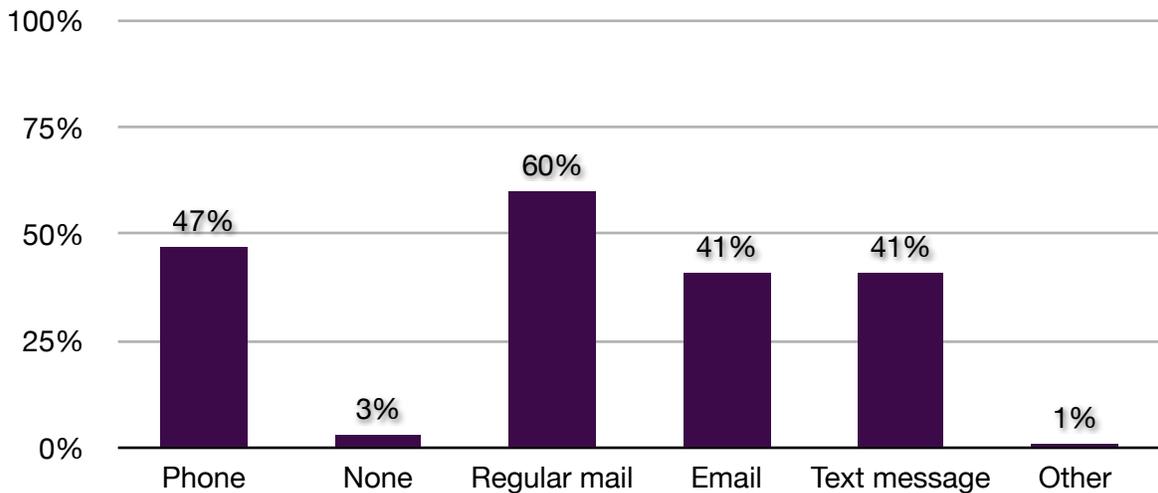


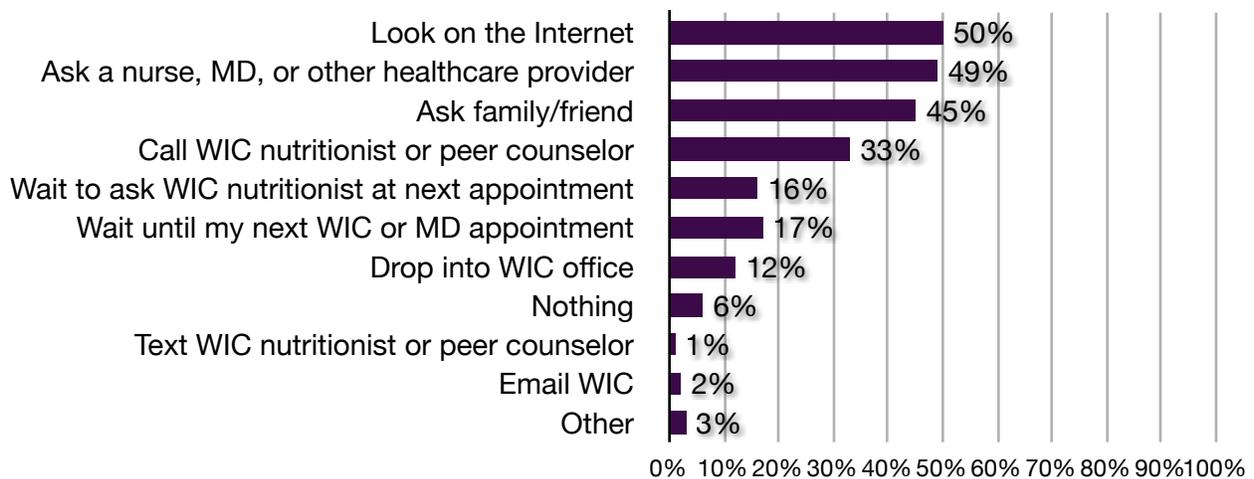
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=850)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
In person, one-on-one with nutritionist or WIC staff	74	55
Group classes at my WIC clinic	49	31
On the Internet	16	64
In person, one-on-one with breastfeeding educator or peer counselor	8	16
Lessons I take home	4	29
Self-paced lessons I do on my own at my WIC clinic	2	11
Kiosk in waiting room at my WIC clinic	2	8
Video/Skype one-on-one counseling with nutritionist or WIC staff	0	10
Video/Skype one-on-one counseling with breastfeeding educator	0	4

### Nutrition and Breastfeeding Related Resources

Respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N=850)



## Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question, respondents were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=850)

Topic	Percent (%) of respondents interested
I am not interested in joining a group	47
Toddlers	35
Healthy eating	32
Parenting	31
Exercise	27
Preschoolers	27
Infants	22
Breastfeeding	18
Newborns	15
Pregnancy	13

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=850)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	45
Facebook	42
Neither	32
Other social media site	1

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=850)

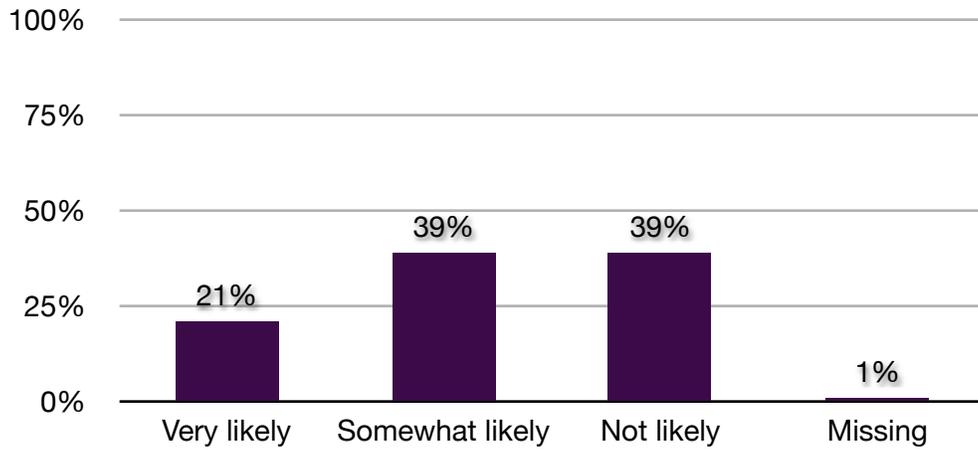


Table 13. Preferred Sites for Communicating with WIC Parents (N=850)

Site	Frequency	Percent (%)
Site for WIC parents	298	35
None	284	33
Facebook	236	28
CafeMom	22	3
Other social media site	1	0
Missing	9	1

## Perceived Usefulness of Various Technologies in WIC

Respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=850)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	70	14	14	2
Receive appointment reminders via email	68	23	7	1
Schedule your WIC appointments online	68	19	11	2
Text questions to a WIC nutritionist or breastfeeding peer counselor	49	27	22	2
Attend a scheduled WIC class online with a live instructor	47	29	23	1
Access recipes and cooking demonstration videos online featuring WIC foods	60	27	12	1
Access breastfeeding videos available online	37	27	33	3
Read answers to frequently asked questions online	54	34	10	2

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=850)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	36	34	29	1
Breastfeeding Educator	25	26	45	3
Other WIC staff	33	35	31	2

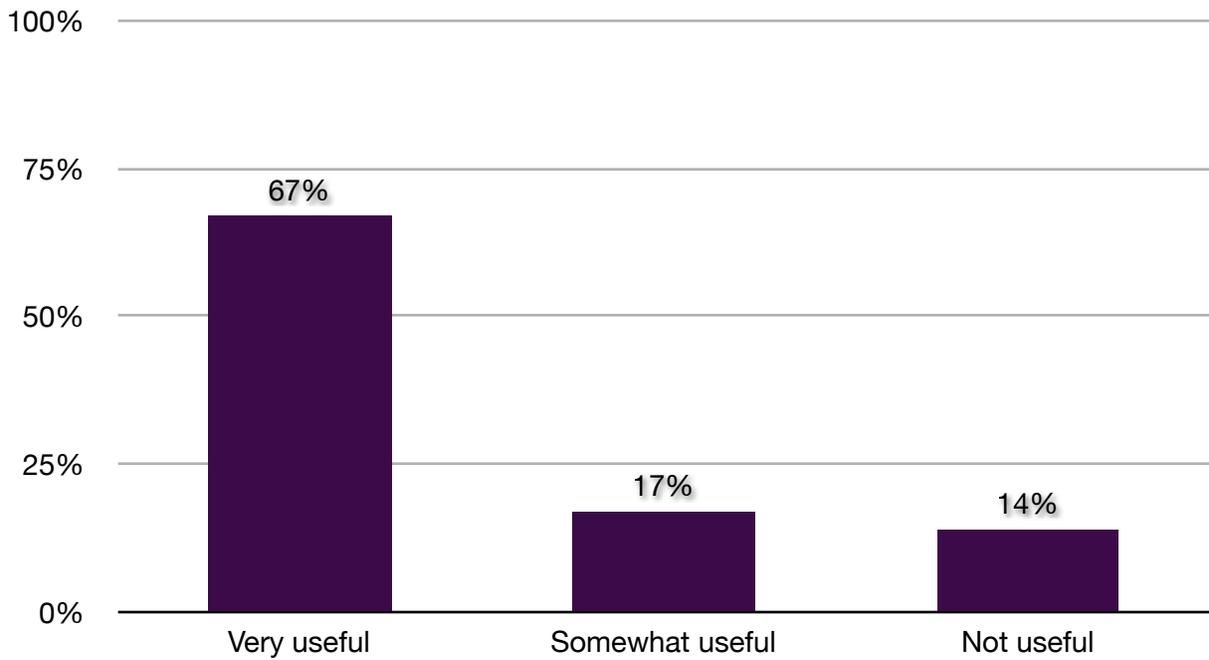
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=850)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	52	24	22	1
Twitter	8	9	74	9
Email	59	29	11	1

Table 17. Perceived Usefulness of WIC Connect Visuals (N=850)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	50	33	15	2
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	67	24	8	1
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	67	17	14	2

Figure 10. Perceived Usefulness of Online Balance Check (N=850)



Appendix D-12:  
Online Survey Results -  
Washington

# Washington Demographics

The final sample included in the analysis consisted of 328 respondents. Among online survey respondents from Washington, 95% indicated that they were WIC clients and 5% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics for Washington.

Table 1. Online Survey Respondent Demographics (N=328)

Age	Race	Ethnicity
Mean = 29 years (SD=7.1) Range = 16-61 years	White, 75%	Hispanic, n=60 (18%)
<b>Millennial Generation</b> (ages 20-31), 65%	African American, 3%	
<b>Younger</b> (ages 15-19), 4%	Asian, 3%	
<b>Older</b> (ages 32 and up), 29%	American Indian/Alaskan Native, 12%	
Missing, 3%	Native Hawaiian/Pacific Islander, 2%	
	Other, 1%	
	Missing, 4%	

Figure 1. Respondents' Age (N=328)

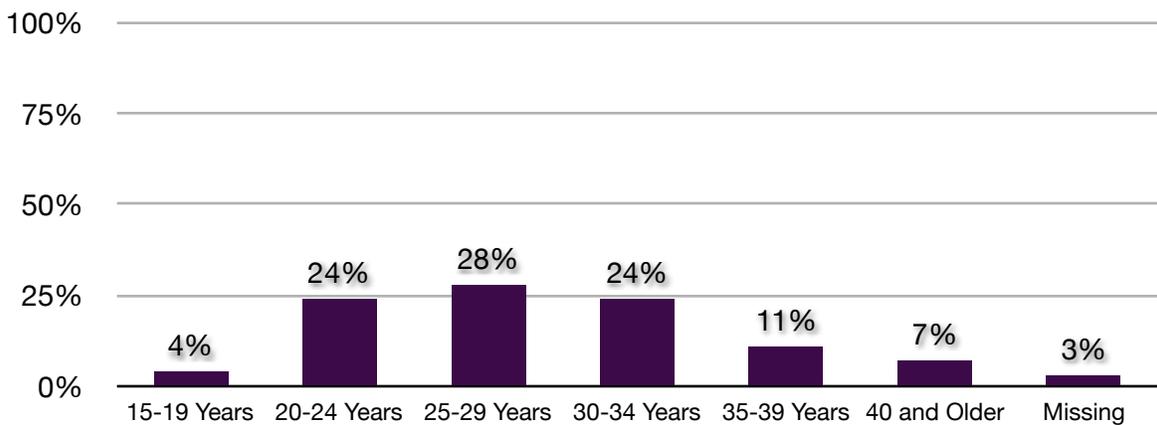


Figure 2. Respondents' Education Level (N=328)

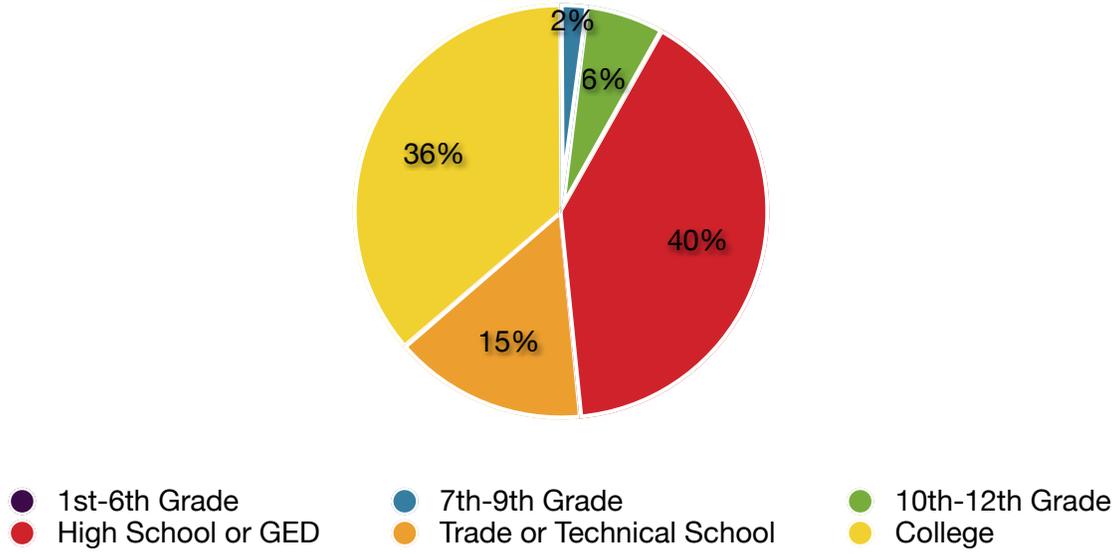


Figure 3. Respondents' Preferred Language (N=328)

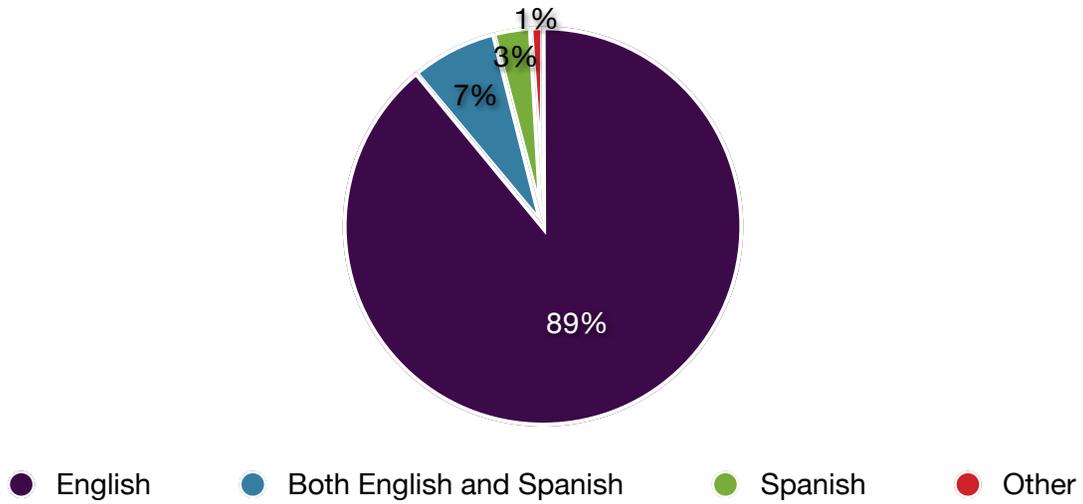
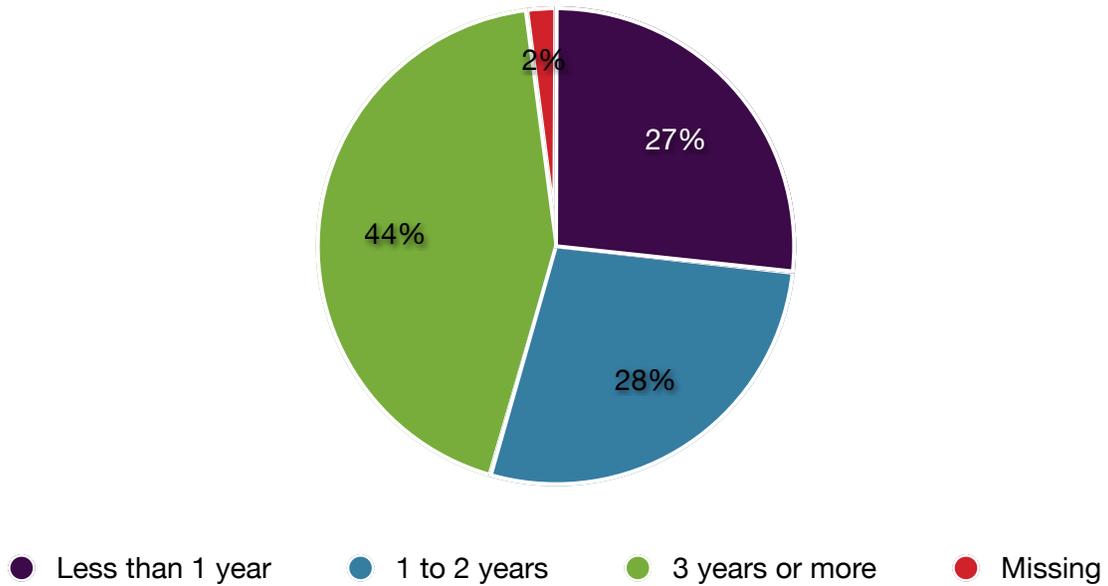


Table 2. Respondents' Parental Status (N=328)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 2.2 children (SD=1.5) Range = 0-9 children	Mother, 88% Pregnant, 5% Father, 1% Foster parent, 2% Grandparent, 2% Other, 1% Missing, 1%	Pregnant, 13% Breastfeeding, 25% Parent/caretaker of baby <12 mo, 35% Parent/caretaker of child > 1 yr, 79%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=328)



# Participant Survey Results

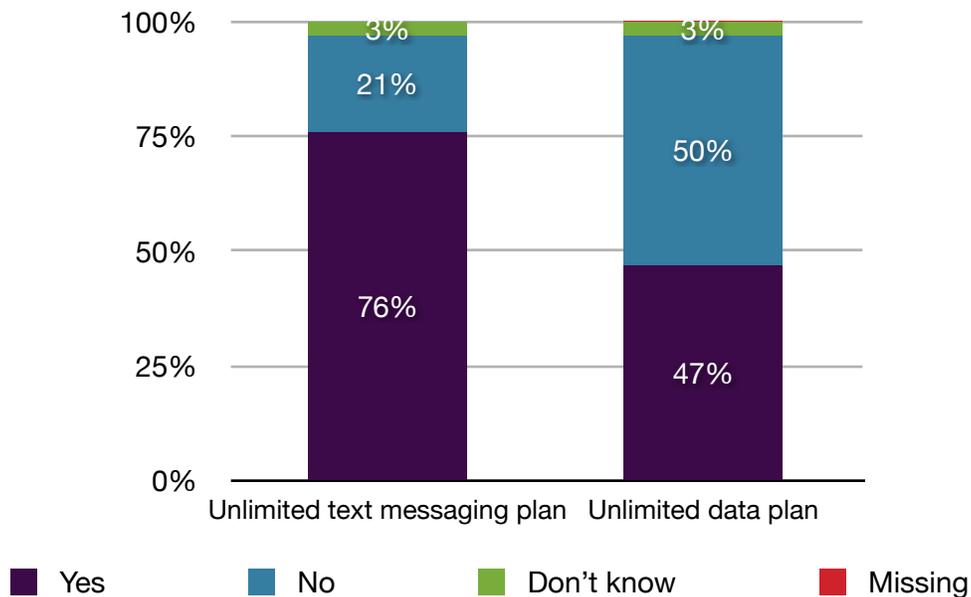
## Cell Phone Use

Among Washington online survey respondents, 304 (93%) indicated that they have a cell phone. Of those who own a cell phone, 96% ( $n=297$ ) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who have cell phones.

Table 3. Type of Cell Phone Owned ( $n=304$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc.)	95	31
Basic cell phone without an internet or data plan	96	32
iPhone	47	16
Other type of cell phone	50	16
Blackberry or Microsoft Windows Phone	15	5

Figure 5. Type of Cell Phone Plan ( $n=304$ )



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information (n=304)**

<b>Application/Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
None	223	73
WebMD Mobile	38	13
What to Expect – Pregnancy	29	10
Text4Baby	16	5
Diaper Tracker	6	2
Baby Hub	2	1
Other	12	4

# Internet Usage

## Devices

Online survey respondents were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

**Table 5. How Respondents Connect to the Internet (N=328)**

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	180	55
Mostly on a cell phone	51	16
Both equally	96	29
Missing	1	0

**Table 6. Type of Device Used for Various Technology Tasks (N=328)**

Task	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	47	75	6
Watch videos	29	67	19
Take photos	80	17	13
Send a photo or video to someone	70	49	11
Post a photo or video online	47	59	19
Play games	43	46	28
Download applications or apps	42	31	34
Participate in a video call or video chat	12	36	52
Locate a store, business, restaurant, or residence	50	68	8
Schedule or cancel an appointment	61	31	22
Scan a QR code to get more information	19	7	70

## Internet Content

Among online survey respondents from Washington, 41% ( $n=134$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, Facebook.

Online survey respondents were also asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

Table 7. Websites Used for Health and Parenting Information ( $N=328$ )

Website	Frequency	Percent (%)
WebMD	154	47
Babycenter	117	36
PBS Kids	58	18
None	83	25
The Bump	26	8
Circle of Moms	37	11
CafeMom	43	13
Other website	34	10

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use (N=328)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	75	6	3	2	4	9	1
Email	44	24	7	11	8	4	2
Facebook	55	13	7	5	6	11	2
Instant messaging	26	5	7	8	17	35	3
Twitter	2	1	2	2	5	82	6
Other social media	4	5	4	3	8	65	11

## Facebook Use

A majority of respondents ( $n=287$ , 88%) reported that they use Facebook. Of these, 83% indicated that they had ever 'liked' a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook Activity Among Facebook Users ( $n=287$ )

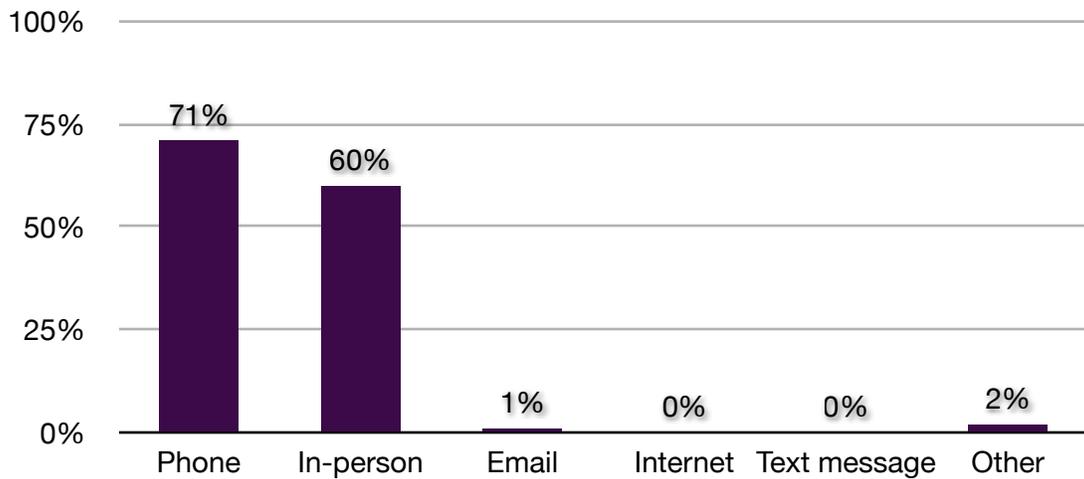
	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	16	21	19	13	20	11	0
Read updates and news from friends and family	50	24	9	5	9	2	1
Read updates and news from pages and brands that I like	29	17	14	9	12	17	1
"Like" or comment on other people's updates	42	21	11	8	8	7	2
"Like" or comment on the update of a group or business	29	12	11	11	16	20	1
Send private messages to others	20	12	21	22	18	6	2
Share photos and videos with others	18	15	18	15	26	7	1
Chat with friends and family	23	15	15	16	17	13	1
Join groups	7	5	6	9	32	40	2
Chat with a group	8	4	5	7	11	63	3

# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education. Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=328)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=328)*

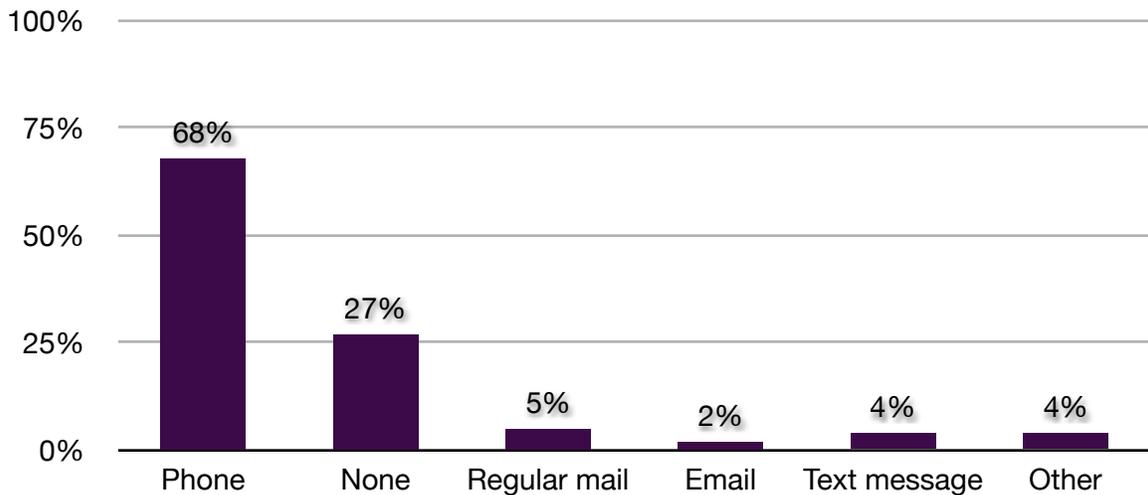


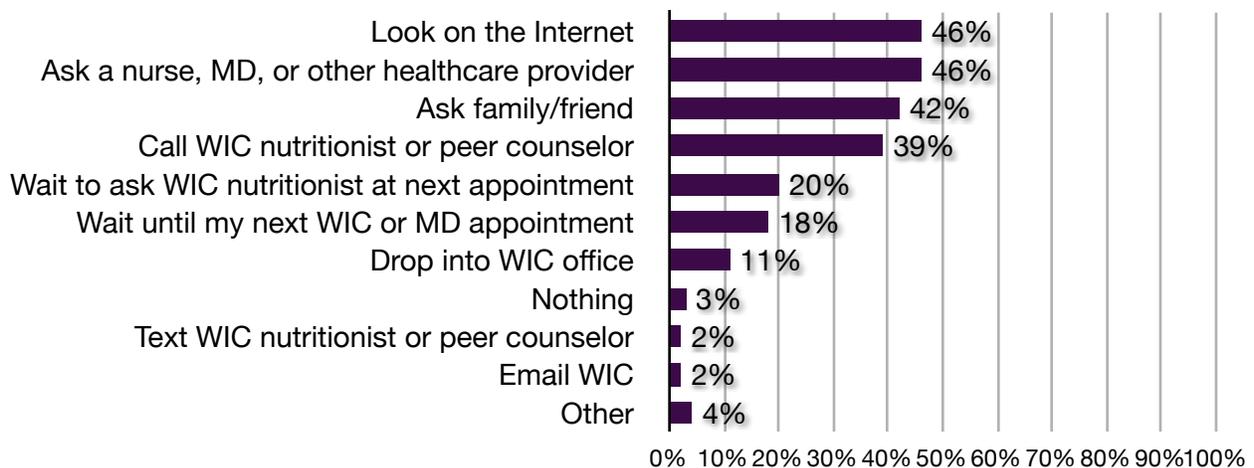
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=328)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
In person, one-on-one with nutritionist or WIC staff	87	74
Group classes at my WIC clinic	8	15
On the Internet	19	53
In person, one-on-one with breastfeeding educator or peer counselor	9	22
Lessons I take home	3	21
Self-paced lessons I do on my own at my WIC clinic	2	9
Kiosk in waiting room at my WIC clinic	2	11
Video/Skype one-on-one counseling with nutritionist or WIC staff	1	6
Video/Skype one-on-one counseling with breastfeeding educator	0	2

### Nutrition and Breastfeeding Related Resources

Online survey respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N=328)



## Using Social Media to Connect with Other WIC Moms

Online survey respondents were about their interest in using social media to connect with other WIC parents on a variety of topics. For each question, respondents were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=328)

Topic	Percent (%) of respondents interested
I am not interested in joining a group	41
Toddlers	39
Healthy eating	35
Parenting	40
Exercise	32
Preschoolers	31
Infants	26
Breastfeeding	24
Newborns	17
Pregnancy	19

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=328)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	43
Facebook	51
Neither	29
Other social media site	1

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=328)

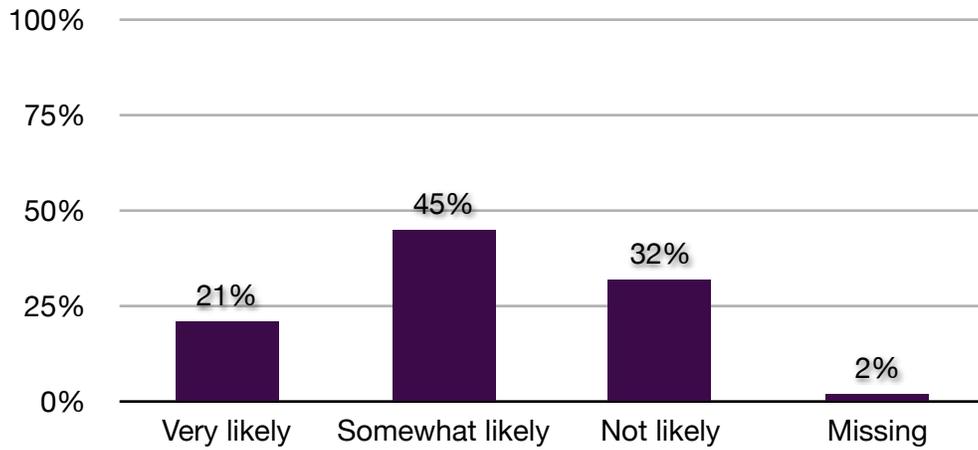


Table 13. Preferred Sites for Communicating with WIC Parents (N=328)

Site	Frequency	Percent (%)
Site for WIC parents	100	31
None	81	25
Facebook	137	42
CafeMom	6	2
Other social media site	1	0
Missing	3	1

## Perceived Usefulness of Various Technologies in WIC

Online survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=328)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	68	18	13	1
Receive appointment reminders via email	48	33	17	2
Schedule your WIC appointments online	54	29	15	2
Text questions to a WIC nutritionist or breastfeeding peer counselor	53	26	20	2
Attend a scheduled WIC class online with a live instructor	30	35	33	3
Access recipes and cooking demonstration videos online featuring WIC foods	58	29	10	3
Access breastfeeding videos available online	40	25	32	3
Read answers to frequently asked questions online	56	33	10	2

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=328)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	31	39	29	1
Breastfeeding Educator	25	29	43	3
Other WIC staff	26	40	31	2

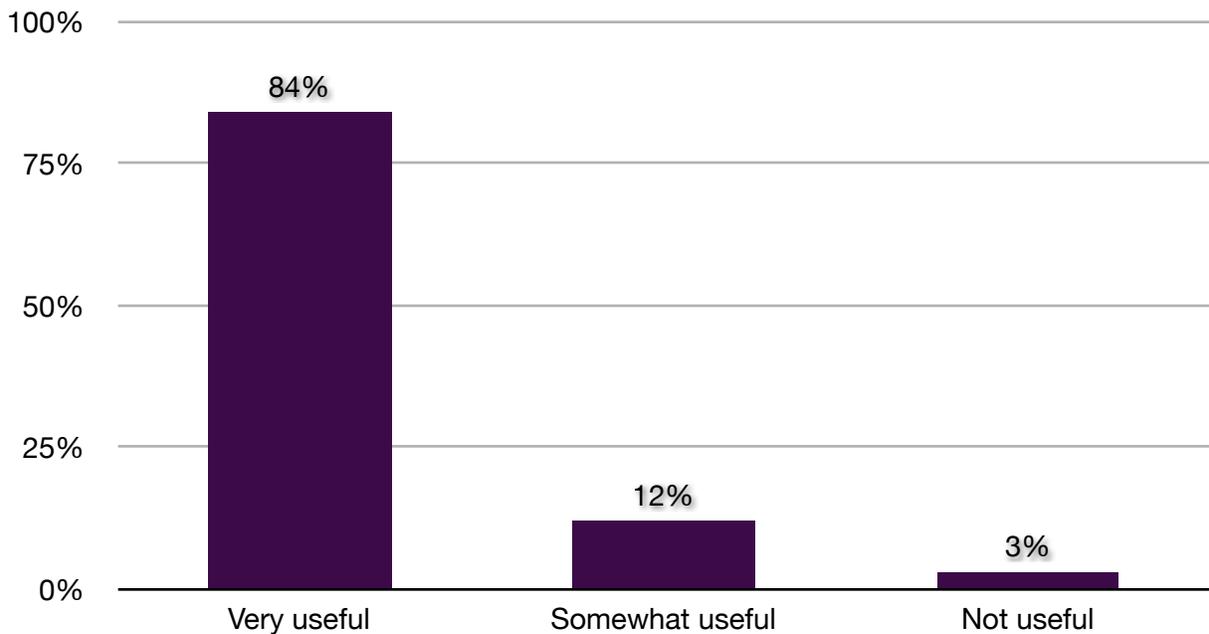
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=328)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	57	25	17	1
Twitter	9	13	71	6
Email	51	35	12	2

Table 17. Perceived Usefulness of WIC Connect Visuals (N=328)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	55	28	14	3
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	72	20	5	4
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	66	16	14	4

Figure 10. Perceived Usefulness of Online Balance Check (N=328)



Appendix D-13:  
Online Survey Results -  
Western Region  
Spanish Sample

# Spanish Language Survey Respondent Demographics

The final sample included in the analysis consisted of 639 respondents. Among the individuals who completed the Spanish online survey for the Western Region, 98.6% indicated that they were WIC clients and 1.4% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics of Spanish survey respondents for the entire Western Region.

Table 1. Online survey respondent demographics (N=639)

Age	Race	Ethnicity
Mean = 30.5 years ( <i>SD</i> =6.7 years) Range = 15-72 years  <b>Millennial Generation</b> (ages 20-31), 48.8% <b>Younger</b> (ages 15-19), 2.7% <b>Older</b> (ages 32 and up), 39.3% Missing, 9.2%	White, 38% African American, 0.3% Asian, 0.5% American Indian/Alaskan Native, 2.5% Native Hawaiian/Pacific Islander, 3.6% Other, 42.3% Missing, 16.3%	Hispanic, <i>n</i> =633 (99.7%)

Figure 1. Respondents' Age (N=639)

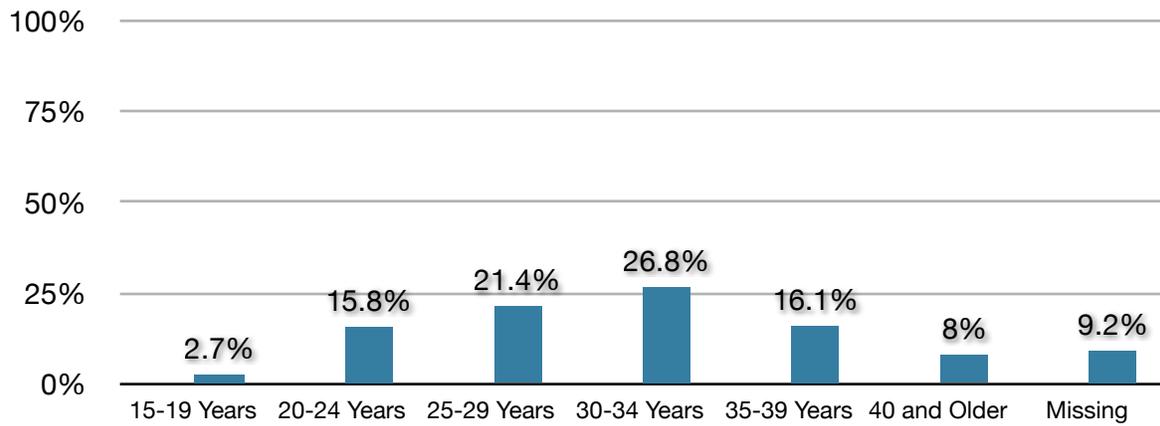


Figure 2. Respondents' Education Level (N=639)

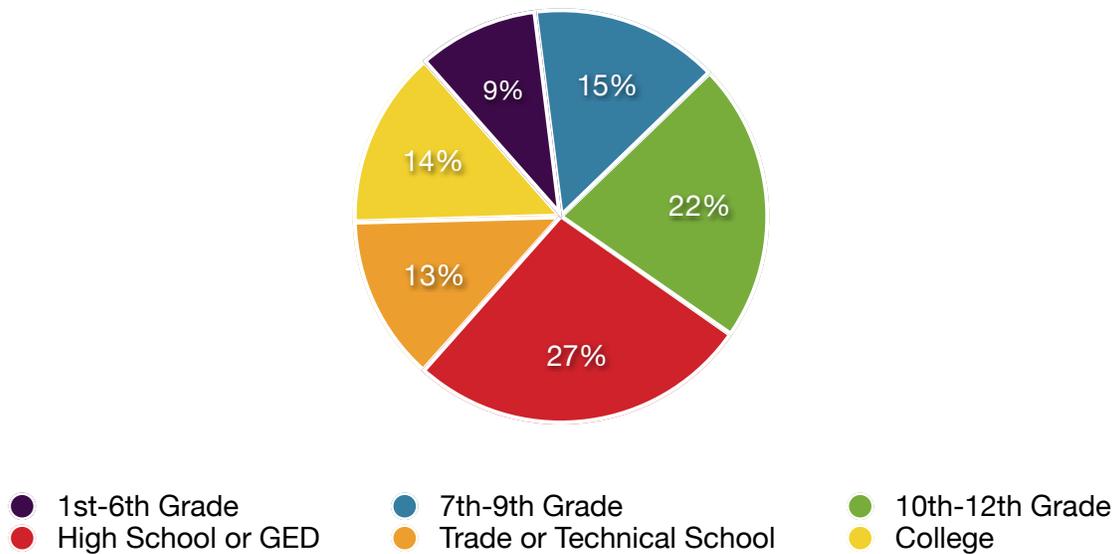


Figure 3. Respondents' Preferred Language (N=639)

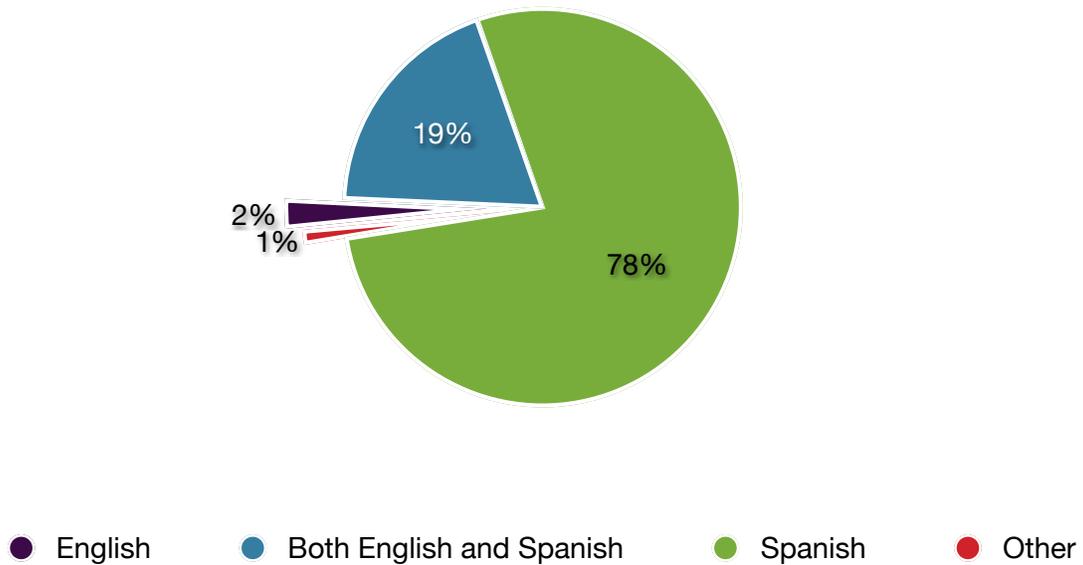
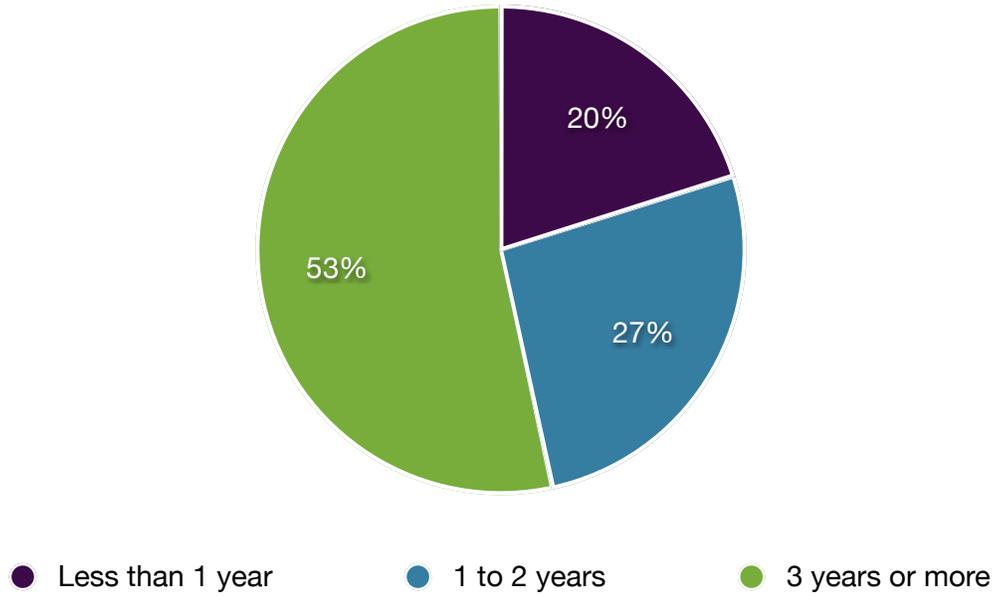


Table 2. Respondents' Parental Status (N=639)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 2.27 children (SD=1.3 children) Range = 0-10 children	Mother, 89.5% Pregnant, 6.7% Father, 1.3% Foster parent, 0% Grandparent, 0.8% Other, 0.6% Missing, 1.1%	Pregnant, 17.4% Breastfeeding, 22.3% Parent/caretaker of baby <12 mo, 32% Parent/caretaker of child > 1 yr, 79.9%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=639)



# Participant Survey Results

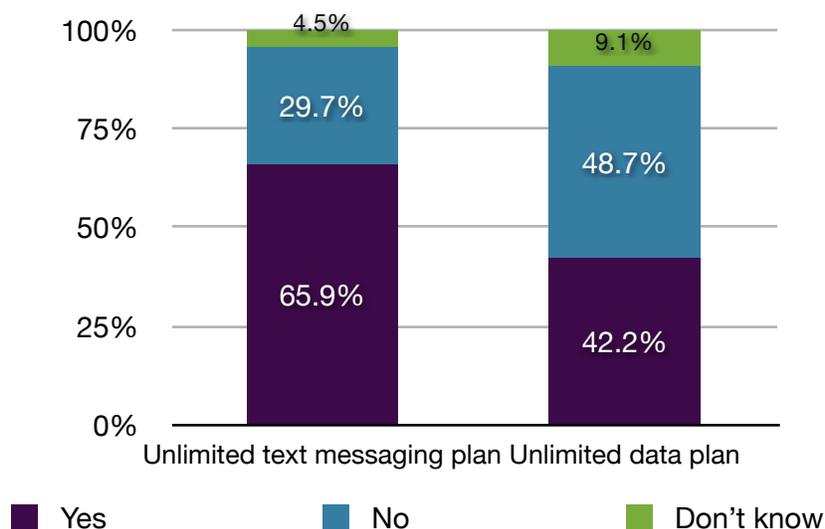
## Cell Phone Use

Among the individuals who completed the Spanish online survey for the Western Region, 542 (85.5%) indicated that they have a cell phone. Of those who own a cell phone, 85.4% ( $n=458$ ) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who have cell phones.

Table 3. Type of Cell Phone Owned ( $n=542$ )

Type of Cell Phone	Frequency	Percent (%)
Basic cell phone without an internet or data plan	195	36.1
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc)	163	30.2
Other type of cell phone	117	21.7
iPhone	34	6.3
Blackberry or Microsoft Windows Phone	31	5.7

Figure 5. Type of Cell Phone Plan ( $n=542$ )



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information ( $n=542$ )**

<b>Application/Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
None	416	76.8
WebMD Mobile	25	4.6
What to Expect – Pregnancy	23	4.2
Text4Baby	17	3.1
Diaper Tracker	5	0.9
Baby Hub	9	1.7
Other	37	6.8

# Internet Usage

## Devices

Participants were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

Table 5. How Respondents Connect to the Internet (N=639)

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	368	57.6
Mostly on a cell phone	132	20.7
Both equally	106	16.6
Missing	33	5.2

Table 6. Type of Device Used for Various Technology Tasks (N=639)

Task	Computer, laptop or tablet		
	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	30	62	18
Watch videos	21	55	26
Take photos	62	21	19
Send a photo or video to someone	45	39	23
Post a photo or video online	26	41	34
Play games	24	28	47
Download applications or apps	20	24	49
Participate in a video call or video chat	9	34	51
Locate a store, business, restaurant, or residence	31	53	21
Schedule or cancel an appointment	42	18	36
Scan a QR code to get more information	9	12	69

## Internet Content

Among the individuals who completed the Spanish online survey for the Western Region, 25% ( $n=158$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, or Facebook.

Online survey respondents were asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

Table 7. Websites Used for Health and Parenting Information ( $N=639$ )

Website	Frequency	Percent (%)
WebMD	55	9
BabyCenter	180	28
PBS Kids	160	25
None	256	40
The Bump	7	1
Circle of Moms	17	3
CafeMom	11	2
Other website	81	13

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use ( $N=639$ )

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	42	11	10	9	4	19	6
Email	22	20	12	18	8	17	3
Facebook	29	16	10	11	6	23	4
Instant messaging	28	12	9	7	5	30	8
Twitter	2	2	1	1	2	76	16
Other social media	4	3	2	2	3	64	22

## Facebook Use

A majority of the individuals who completed the Spanish online survey for the Western Region ( $n=473$ , 75%) reported that they use Facebook. Of these, 36% indicated that they had ever 'liked' a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

**Table 9. Frequency of Facebook Activity Among Facebook Users ( $n=473$ )**

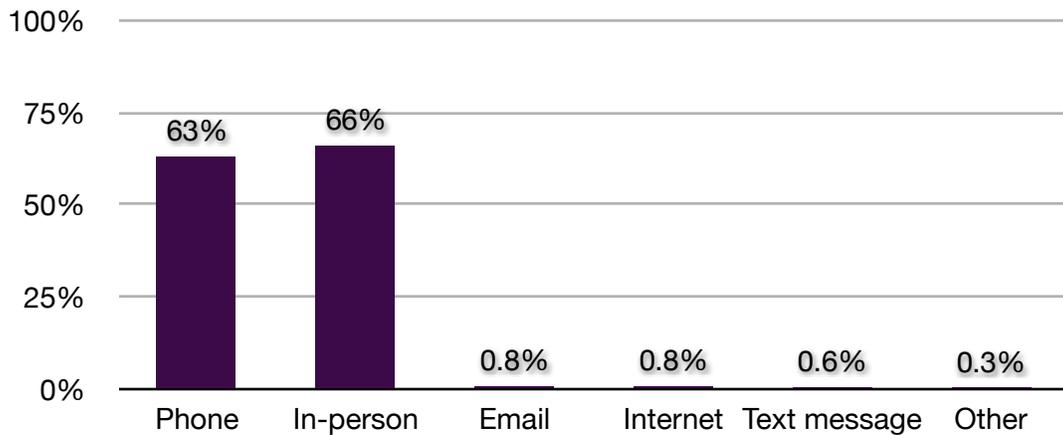
	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	13	21	10	13	22	16	5
Read updates and news from friends and family	27	30	15	16	8	2	2
Read updates and news from pages and brands that I like	16	21	10	11	15	23	5
"Like" or comment on other people's updates	22	24	11	15	9	13	5
"Like" or comment on the update of a group or business	13	15	10	10	11	36	6
Send private messages to others	18	21	13	14	14	15	6
Share photos and videos with others	15	15	13	18	20	13	6
Chat with friends and family	23	22	15	17	13	9	2
Join groups	6	7	5	6	13	56	8
Chat with a group	6	7	5	3	10	62	7

# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online Spanish survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education. Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=639)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=639)*

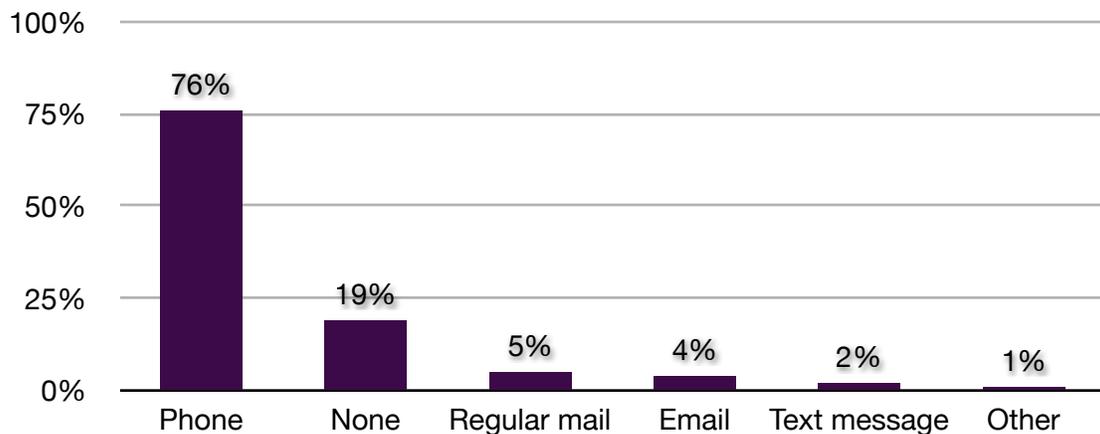


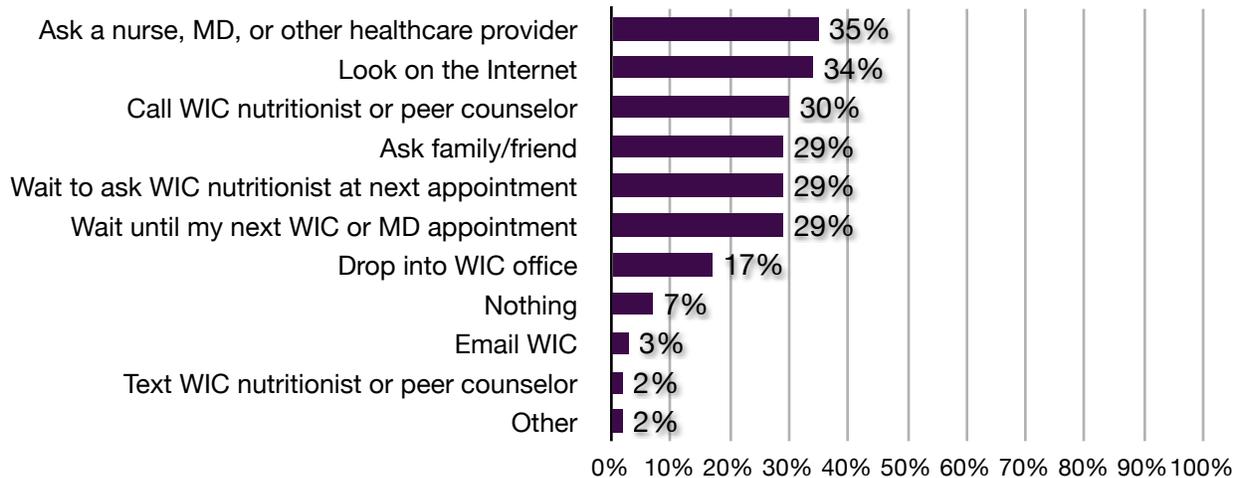
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=639)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
	%	%
In person, one-on-one with nutritionist or WIC staff	73	66
Group classes at my WIC clinic	55	50
On the Internet	6	40
In person, one-on-one with breastfeeding educator or peer counselor	16	27
Lessons I take home	9	14
Self-paced lessons I do on my own at my WIC clinic	4	9
Kiosk in waiting room at my WIC clinic	3	4
Video/Skype one-on-one counseling with nutritionist or WIC staff	2	11
Video/Skype one-on-one counseling with breastfeeding educator	0.6	6

### Nutrition and Breastfeeding Related Resources

Online Spanish survey respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N=639)



### Using Social Media to Connect with Other WIC Moms

Online Spanish survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question, respondents were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in the Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=639)

Topic	Percent of (%) respondents interested
Healthy Eating	44
Exercise	40
Parenting	34
Preschoolers	34
Toddlers	33
I am not interested in joining a group	27
Infants	26
Newborns	18
Breastfeeding	17
Pregnancy	15

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=639)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	37
Facebook	33
Neither	27
Other social media site	2

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=639)

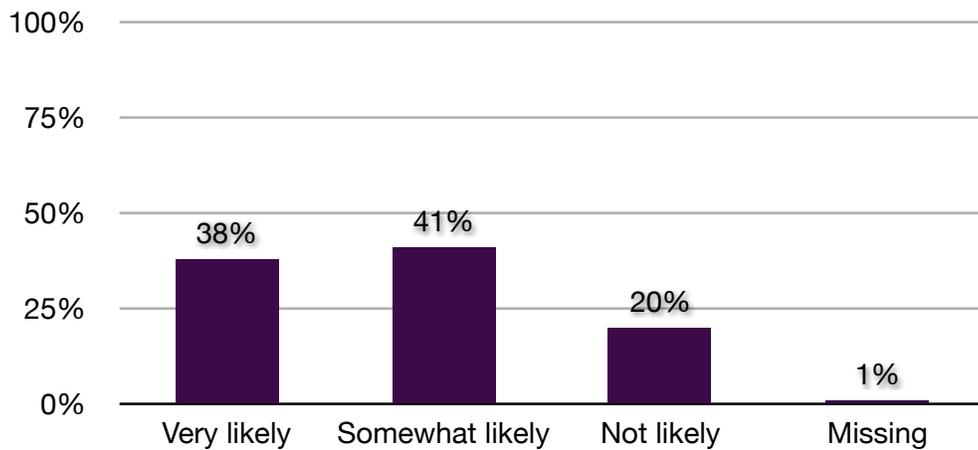


Table 13. Preferred Sites for Communicating with WIC Parents (N=639)

Site	Frequency	Percent (%)
Facebook	226	35
Site for WIC parents	214	34
None	164	26
CafeMom	21	3
Other social media site	22	0.3
Missing	14	2

## Perceived Usefulness of Various Technologies in WIC

Online Spanish survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=639)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	58	22	12	8
Receive appointment reminders via email	52	26	14	7
Schedule your WIC appointments online	56	20	14	10
Text questions to a WIC nutritionist or breastfeeding peer counselor	47	25	18	11
Attend a scheduled WIC class online with a live instructor	49	25	17	9
Access recipes and cooking demonstration videos online featuring WIC foods	69	16	8	7
Access breastfeeding videos available online	46	21	21	13
Read answers to frequently asked questions online	56	23	11	10

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=639)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	59	25	13	3
Breastfeeding Educator	39	24	24	14
Other WIC staff	45	29	16	10

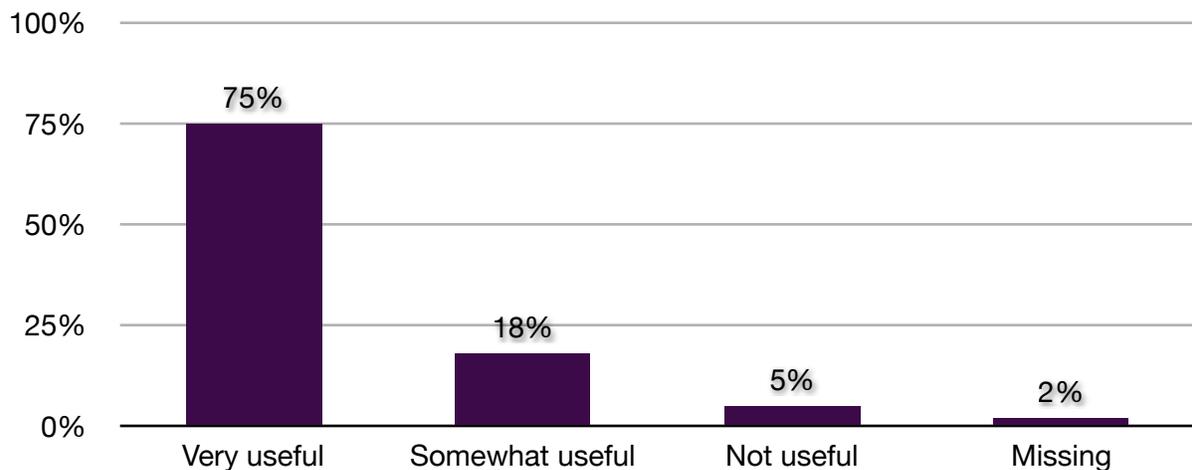
Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=639)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	56	21	16	8
Twitter	11	17	48	24
Email	58	22	13	7

Table 17. Perceived Usefulness of WIC Connect Visuals (N=639)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	55	29	10	6
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	72	18	5	5
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	65	19	10	6

Figure 10. Perceived Usefulness of Online Balance Check (N=639)



Appendix D-14:  
Online Survey Results -  
Western Region Aggregate  
Sample

# Western Region Demographics

The final sample included in the analysis consisted of 8,146 respondents. Among online survey respondents from the Western Region, 98.6% indicated that they were WIC clients and 1.4% indicated that they were neither WIC clients nor staff. Tables 1 and 2 and Figures 1-4 present the demographics for the entire Western Region.

Table 1. Online survey respondent demographics (N=8,146)

Age	Race	Ethnicity
Mean = 29 years (SD=6.8 years) Range = 15-73 years	White, 55.6%	Hispanic, n=3,916 (48.4%)
<b>Millennial Generation</b> (ages 20-31), 62.3%	African American, 7%	
<b>Younger</b> (ages 15-19), 4.4%	Asian, 6.8%	
<b>Older</b> (ages 32 and up), 30.2%	American Indian/Alaskan Native, 5.9%	
Missing, 3.2%	Native Hawaiian/Pacific Islander, 3.6%	
	Other, 3.3%	
	Missing, 17.8%	

Figure 1. Respondents' Age (N=8,146)

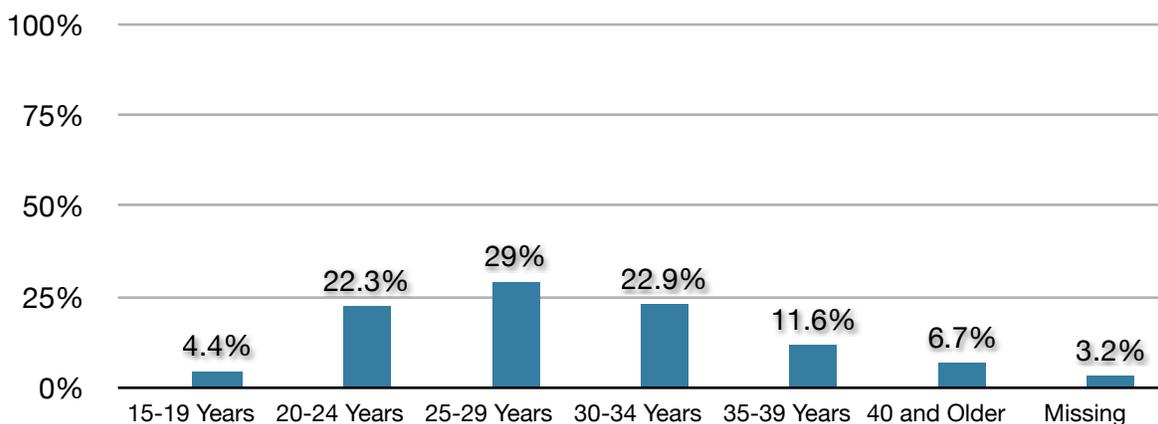


Figure 2. Respondents' Education Level (N=8,146)

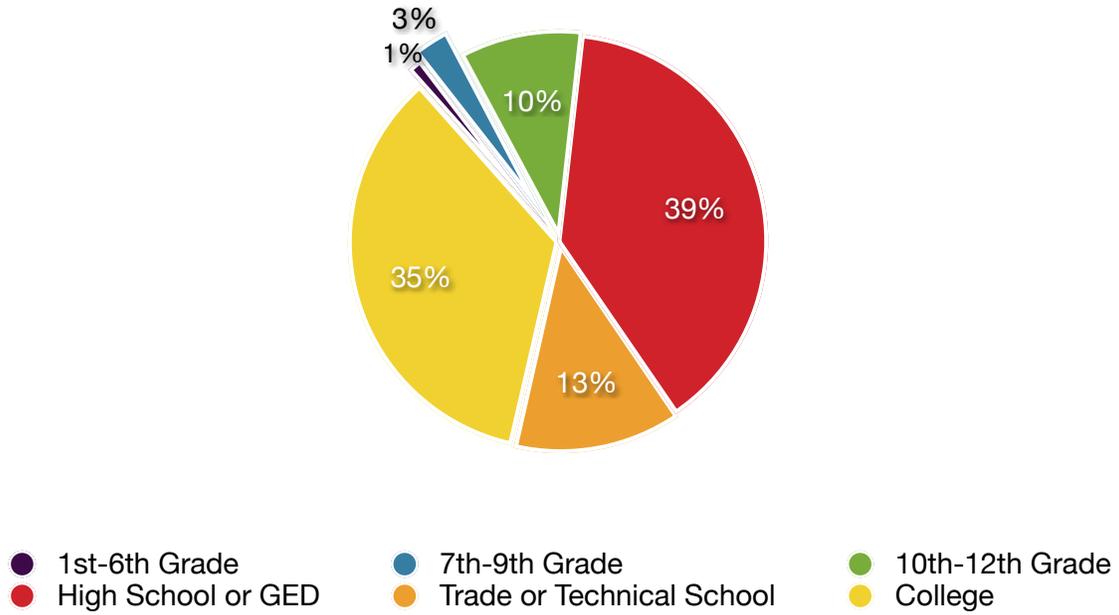


Figure 3. Respondents' Preferred Language (N=102)

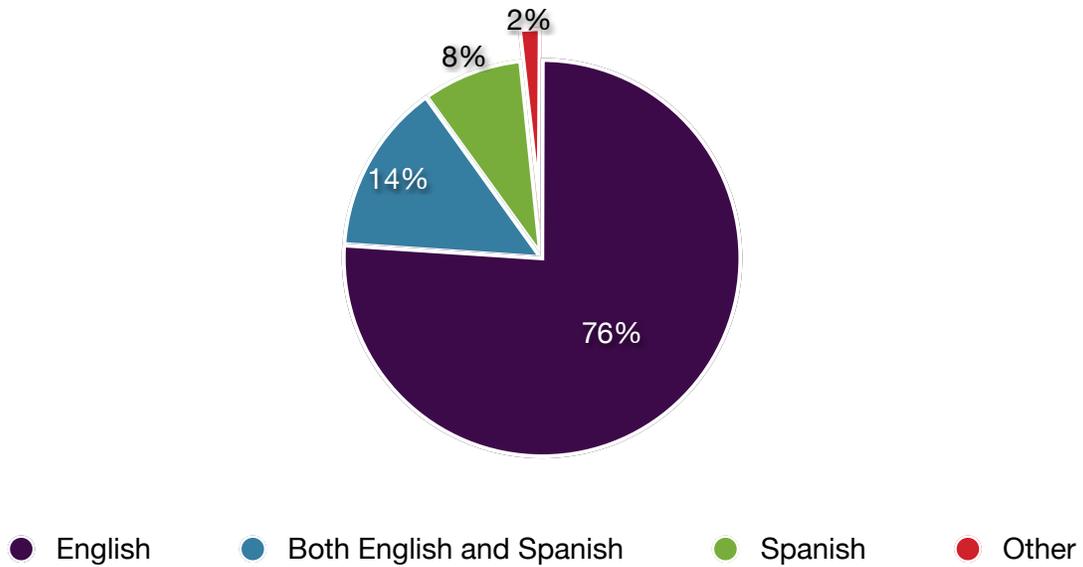
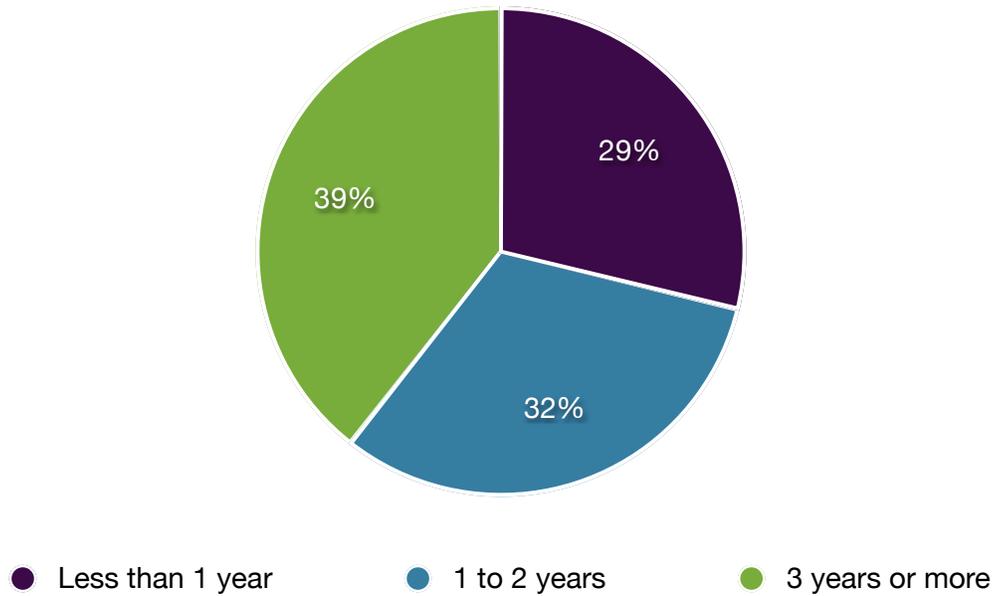


Table 2. Respondents' Parental Status (N=8,146)

Number of Children	Relationship to the child(ren) in WIC	WIC client categories
Mean = 2.1 children (SD=1.4 children) Range = 0-16 children	Mother, 88.8% Pregnant, 5.6% Father, 1.6% Foster parent, 1.3% Grandparent, 1% Other, 0.9% Missing, 0.8%	Pregnant, 16% Breastfeeding, 21.8% Parent/caretaker of baby <12 mo, 34.6% Parent/caretaker of child > 1 yr, 76.9%

Figure 4. Number of Years Enrolled in WIC During Previous Five Years (N=8,146)



# Participant Survey Results

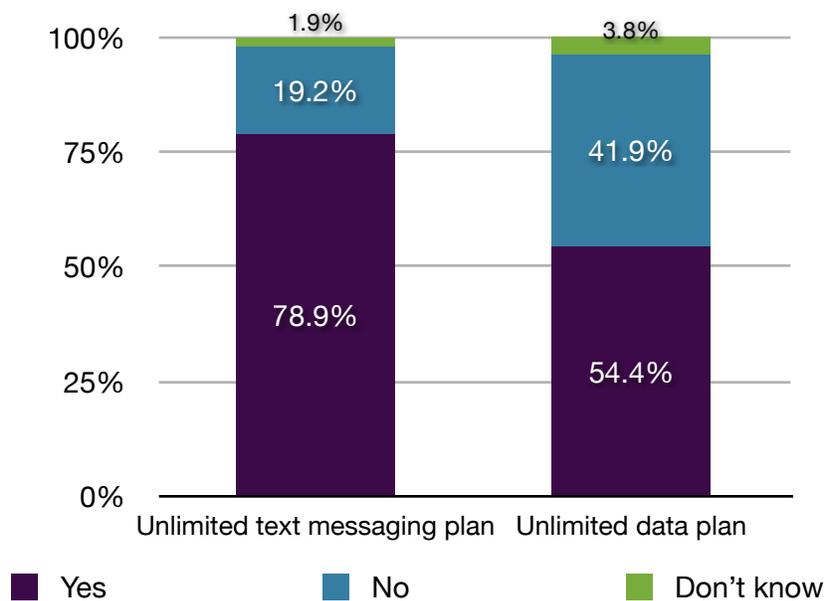
## Cell Phone Use

Among Western Region online survey respondents, 7,511 (92.4%) indicated that they have a cell phone. Of those who own a cell phone, 93.8% ( $n=7,016$ ) reported that they use their cell phones to send and receive text messages. Table 3 presents the type of cell phone owned and Figure 5 illustrates the type of text messaging or data plan used among those who have cell phones.

Table 3. Type of Cell Phone Owned ( $n=7,511$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, etc)	2759	36.8
Basic cell phone without an internet or data plan	1996	26.6
iPhone	1147	15.3
Other type of cell phone	1113	14.9
Blackberry or Microsoft Windows Phone	478	6.4

Figure 5. Type of Cell Phone Plan ( $n=7,511$ )



Online survey respondents were asked to indicate whether they use various phone applications (apps) or text messaging programs for parenting or health information. Respondents could check all that apply from a list of five programs or write in the names of other programs they use. Table 4 presents the data from the checklist.

**Table 4. Phone Applications or Text Messaging Programs Used for Parenting and Health Information (n=7,511)**

<b>Application/Program</b>	<b>Frequency</b>	<b>Percent (%)</b>
None	5,136	68.4
WebMD Mobile	1,198	15.9
What to Expect – Pregnancy	944	12.6
Text4Baby	259	3.4
Diaper Tracker	123	1.6
Baby Hub	151	2.0
Other	484	6.4

# Internet Usage

## Devices

Participants were asked to report what type of devices they use for online activities and the types of online activities in which they participate. Respondents could choose either cell phone, computer (including laptop or tablet), or both. Table 5 presents the type of device respondents use to connect to the Internet and Table 6 presents the type of device used by respondents for various technology tasks.

Table 5. How Respondents Connect to the Internet (N=8,146)

Type of Device	Frequency	Percent (%)
Mostly on a desktop computer, laptop or computer tablet	4106	50.4
Mostly on a cell phone	1913	23.5
Both equally	2033	25
Missing	94	1.2

Table 6. Type of Device Used for Various Technology Tasks (N=8,146)

Task	Cell phone	Computer, laptop or tablet	None
	%	%	%
Send/receive email messages	54	66	6
Watch videos	31	61	21
Take photos	80	18	10
Send a photo or video to someone	69	44	11
Post a photo or video online	44	50	23
Play games	42	40	31
Download applications or apps	47	29	31
Participate in a video call or video chat	16	33	52
Locate a store, business, restaurant, or residence	54	60	11
Schedule or cancel an appointment	59	31	22
Scan a QR code to get more information	18	8	70

## Internet Content

Among online survey respondents from the Western Region, 24% ( $n=1,979$ ) indicated that they had ever joined an Internet group for moms or parents on a site such as Café Moms, Circle of Moms, or Facebook.

Online survey respondents were asked to indicate which websites they use for parenting or health information. Respondents could check all that apply from a list of six websites. Table 7 presents the data from the checklist.

Table 7. Websites Used for Health and Parenting Information ( $N=8,146$ )

Website	Frequency	Percent (%)
WebMD	3184	39
BabyCenter	3007	37
PBS Kids	1564	19
None	2108	26
The Bump	655	8
Circle of Moms	568	7
CafeMom	549	7
Other website	756	9

## Frequency of Social Media and Communication Technology Use

A set of questions was used to assess how frequently respondents use various social media technologies. A breakdown of the responses is presented in Table 8.

Table 8. Frequency of Social Media and Communication Technology Use ( $N=8,146$ )

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Text messaging	71	7	5	3	3	9	2
Email	43	19	11	10	10	5	2
Facebook	45	15	7	7	7	17	2
Instant messaging	26	6	6	6	13	39	3
Twitter	4	2	1	2	4	81	6
Other social media	7	4	3	3	7	66	9

## Facebook Use

A majority of online survey respondents ( $n=6,550$ , 81%) reported that they use Facebook. Of these, 69.5% indicated that they had ever ‘liked’ a Facebook page owned by a business, name brand, or non-profit entity like a school or government office. Table 9 presents the frequency and type of Facebook use among those who report using Facebook.

Table 9. Frequency of Facebook Activity Among Facebook Users (N=6,550)

	Several times a day	Once a day	3-5 times a week	1-2 times a week	Every few weeks	Never	Missing
	%	%	%	%	%	%	%
Update status	17	16	15	16	27	9	1
Read updates and news from friends and family	46	23	10	10	9	1	1
Read updates and news from pages and brands that I like	29	18	11	11	14	17	1
"Like" or comment on other people's updates	39	19	13	12	11	5	1
"Like" or comment on the update of a group or business	24	13	10	10	17	24	2
Send private messages to others	20	14	17	16	25	8	1
Share photos and videos with others	20	12	17	15	27	8	2
Chat with friends and family	25	15	15	14	20	10	1
Join groups	7	4	5	6	27	50	2
Chat with a group	7	4	3	4	13	67	2

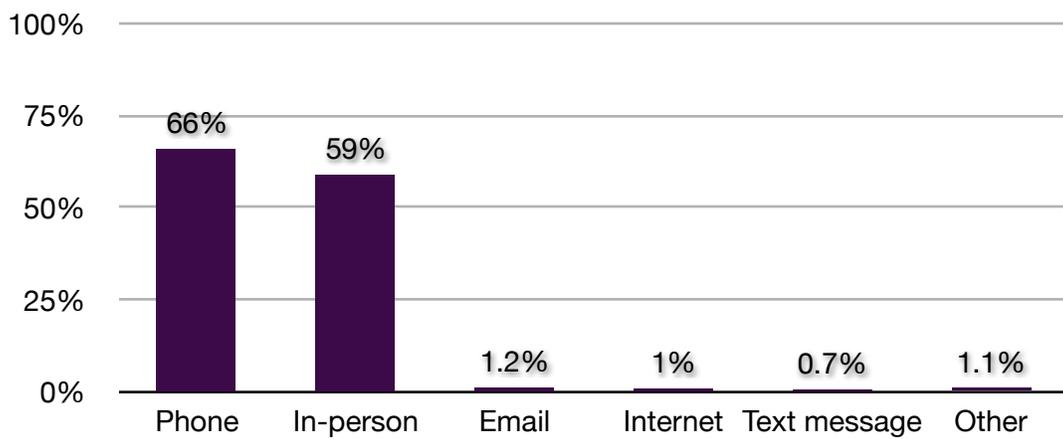
# Current & Future WIC Services

## Appointment Scheduling and Nutrition Education

A series of questions probed online survey respondents about their current WIC experiences and preferences for the future, including scheduling appointments and receiving nutrition education.

Figures 6 and 7 illustrate how respondents currently schedule and receive reminders for WIC appointments. Table 10 presents the current and preferred future modes of nutrition education.

*Figure 6. How Respondents Currently Make WIC Appointments (N=8,146)*



*Figure 7. How Respondents Currently Receive Appointment Reminders (N=8,146)*

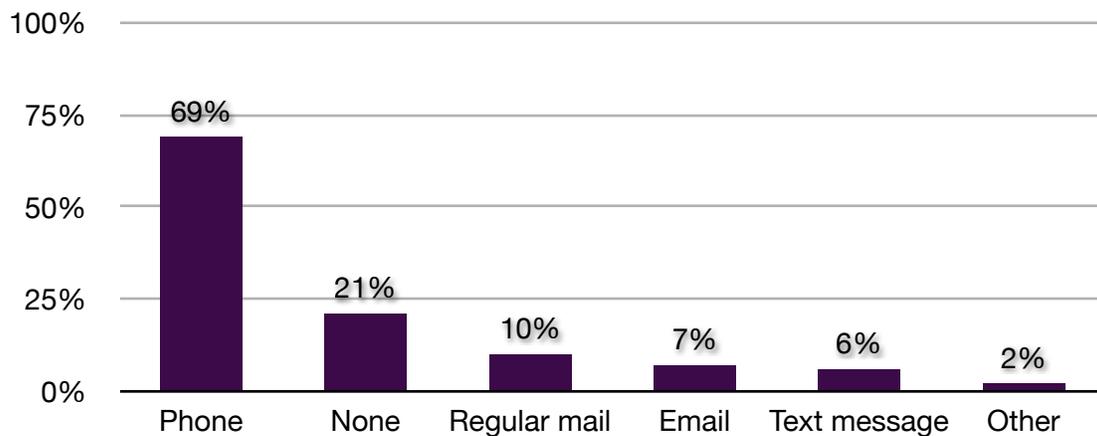


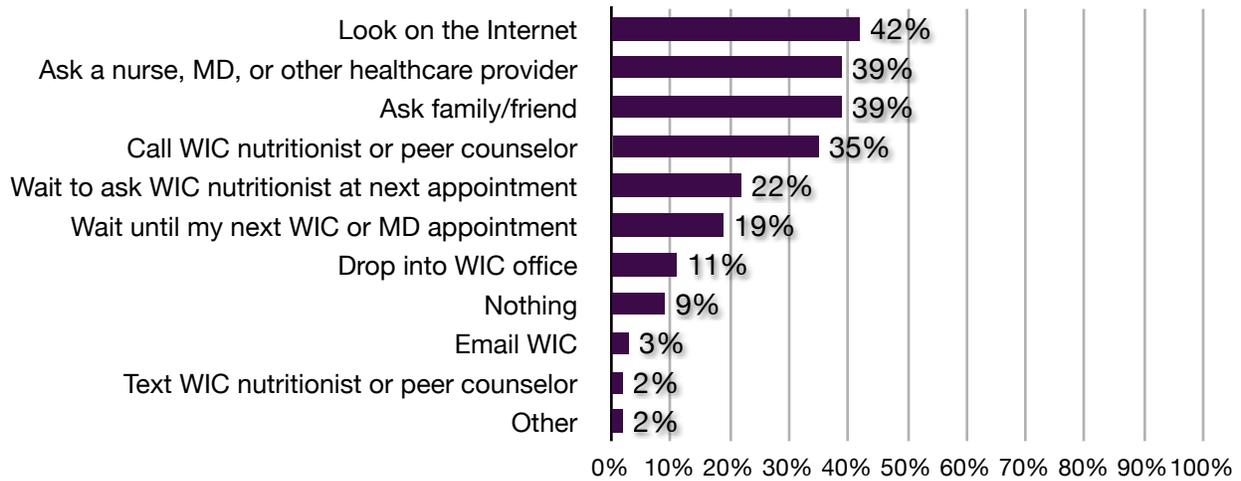
Table 10. Current Versus Preferred Future Modes of Nutrition Education and Breastfeeding Support (N=102)

Mode of Nutrition Education	Percent (%) who currently receive	Percent (%) who would like to receive in the future
	%	%
In person, one-on-one with nutritionist or WIC staff	73	56
Group classes at my WIC clinic	40	27
On the Internet	22	61
In person, one-on-one with breastfeeding educator or peer counselor	10	17
Lessons I take home	7	25
Self-paced lessons I do on my own at my WIC clinic	2	9
Kiosk in waiting room at my WIC clinic	2	6
Video/Skype one-on-one counseling with nutritionist or WIC staff	1	9
Video/Skype one-on-one counseling with breastfeeding educator	0.2	5

### Nutrition and Breastfeeding Related Resources

Online survey respondents were asked to select from a list of people or places they to which they would turn for answers for nutrition and breastfeeding related questions. Figure 8 presents the percentages for each option.

Figure 8. Nutrition and Breastfeeding Resources (N= 8,146)



### Using Social Media to Connect with Other WIC Moms

Online survey respondents were asked about their interest in using social media to connect with other WIC parents on a variety of topics. For each question, respondents were asked to “select all that apply” from a list of topics or forums. The topics and forums are presented in the Tables 11-13 and Figure 9.

Table 11. Percent of Respondents Who Are Interested in Joining a Virtual or Online Group on Various Topics (N=8,146)

Topic	Percent of (%) respondents interested
I am not interested in joining a group	43
Toddlers	34
Healthy Eating	33
Parenting	33
Exercise	31
Preschoolers	27
Infants	22
Breastfeeding	17
Newborns	15
Pregnancy	14

Table 12. Types of Social Media Respondents Would Like to Use to Communicate with Other WIC Parents About the Topics Above (N=8,146)

Social Media Site	Percent (%) of respondents interested
Site for WIC moms	47
Facebook	37
Neither	32
Other social media site	1

Figure 9. Likelihood of Using a Chatroom for WIC Parents (N=8,146)

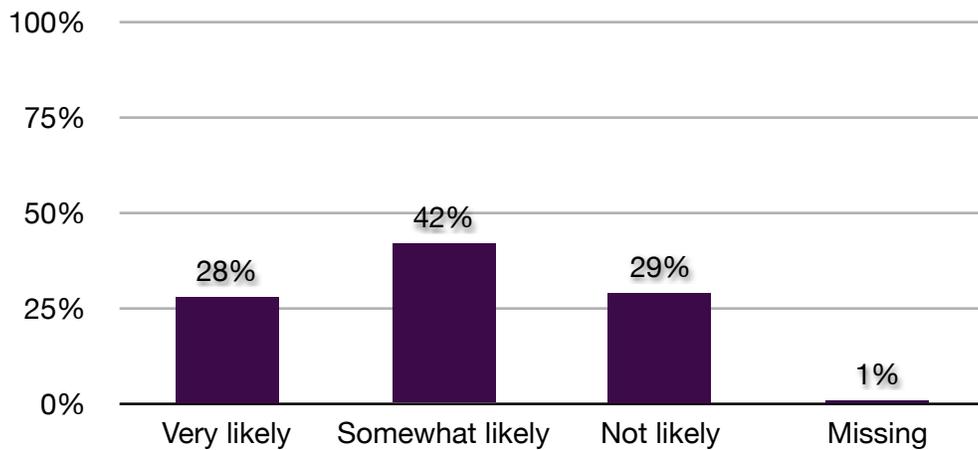


Table 13. Preferred Sites for Communicating with WIC Parents (N=8,146)

Site	Frequency	Percent (%)
Site for WIC parents	3046	37
None	2630	32
Facebook	2170	27
CafeMom	191	2
Other social media site	22	0.3
Missing	87	1

## Perceived Usefulness of Various Technologies in WIC

Online survey respondents were asked to rate how useful various technologies would be to their WIC experience. Response categories include “very useful,” “somewhat useful,” and “not useful.” The results of these questions are presented in Tables 14-17 and Figure 10.

Table 14. Perceived Usefulness of Various Cell Phone and Online Technologies for WIC Experience (N=8,146)

Technology	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Receive appointment reminders via text message	68	18	12	3
Receive appointment reminders via email	59	27	11	3
Schedule your WIC appointments online	67	20	10	3
Text questions to a WIC nutritionist or breastfeeding peer counselor	51	27	19	4
Attend a scheduled WIC class online with a live instructor	45	31	20	4
Access recipes and cooking demonstration videos online featuring WIC foods	64	24	8	3
Access breastfeeding videos available online	44	24	28	5
Read answers to frequently asked questions online	60	28	8	4

Table 15. Perceived Usefulness of Video Chat/Counseling Sessions with Various WIC Staff (N=8,146)

WIC Staff	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Nutritionist	44	32	22	1
Breastfeeding Educator	33	25	37	5
Other WIC staff	39	34	24	3

Table 16. Perceived Usefulness of Various Methods for Nutrition Education Contacts (N=8,146)

Nutrition Education Contact Methods	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
Text message	59	23	16	2
Twitter	12	12	66	10
Email	61	27	10	2

Table 17. Perceived Usefulness of WIC Connect Visuals (N=8,146)

WIC Connect Visuals	Very useful	Somewhat useful	Not useful	Missing
	%	%	%	%
An online authorized store locator by zip code	63	24	10	3
A WIC authorized food shopping guide online, that I could sort by category (Pregnant, Infant, Child) or sort by food type	74	19	5	2
A free app that can scan a UPC label or bar code and tell you if a WIC food is authorized	72	14	11	3

Figure 10. Perceived Usefulness of Online Balance Check (N=8,146)

