



2008 WIC Staff Survey Food Shopping and Consumption Habits

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Purpose of the Staff Survey

To obtain information on the staff's:

- food shopping and consumption habits;
- reasons for food choices;
- what might influence them to make healthier food choices; and
- opinions about upcoming food package changes.





Survey Topics



Cow's milk and cheese

Soy milk and tofu

Fruits and Vegetables

Juice and other beverages

Whole grains

Beans and eggs

Baby foods

Organic foods

Education and training on food package





Survey Methods

- Self-administered on-line
- 55 questions with skip patterns
- Took about 10 minutes to complete
- All local agencies encouraged, but not required to participate





On-line Survey Tool

- Skip patterns
- Remote access to survey results
- Simple reports easy to generate
- Database updated after each survey is submitted
- Vanguard Vista (www.vanguardsw.com)





Information About Those Surveyed



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Who Took the Survey

- 1801 staff completed the survey between January 9 – March 11, 2008
- 89% of the 82 local agencies participated
- 95% of respondents were women
- 88% were 25 years of age or older





Household Characteristics

Average per household:

- 3.9 persons
- 2.5 adults
- 1.35 children
 - 0.43 under 5 years old





Household Characteristics



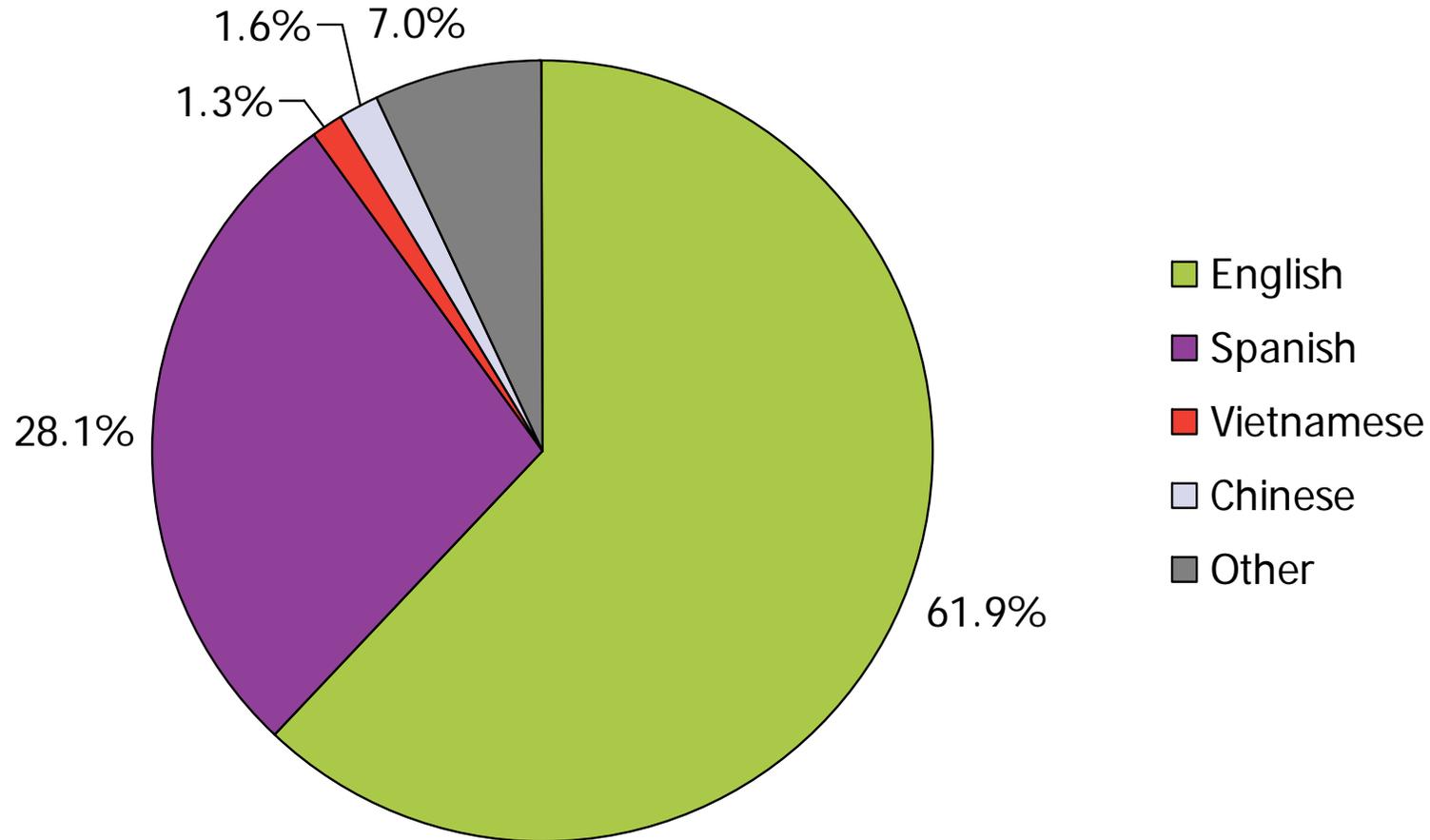
536 staff reported having a 1-5 year old child



298 staff reported having a 2-5 year old child

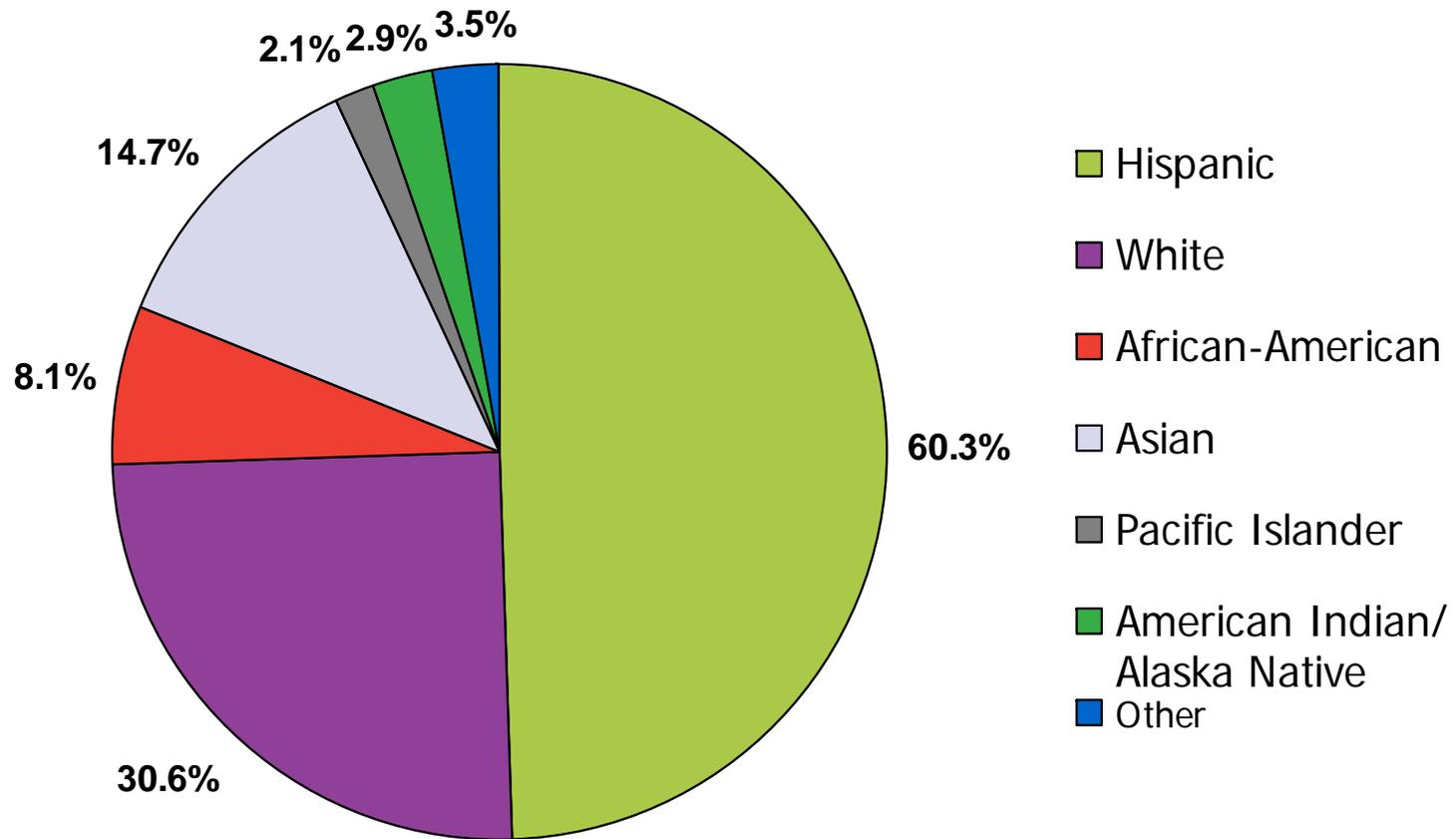


Language Spoken at Home





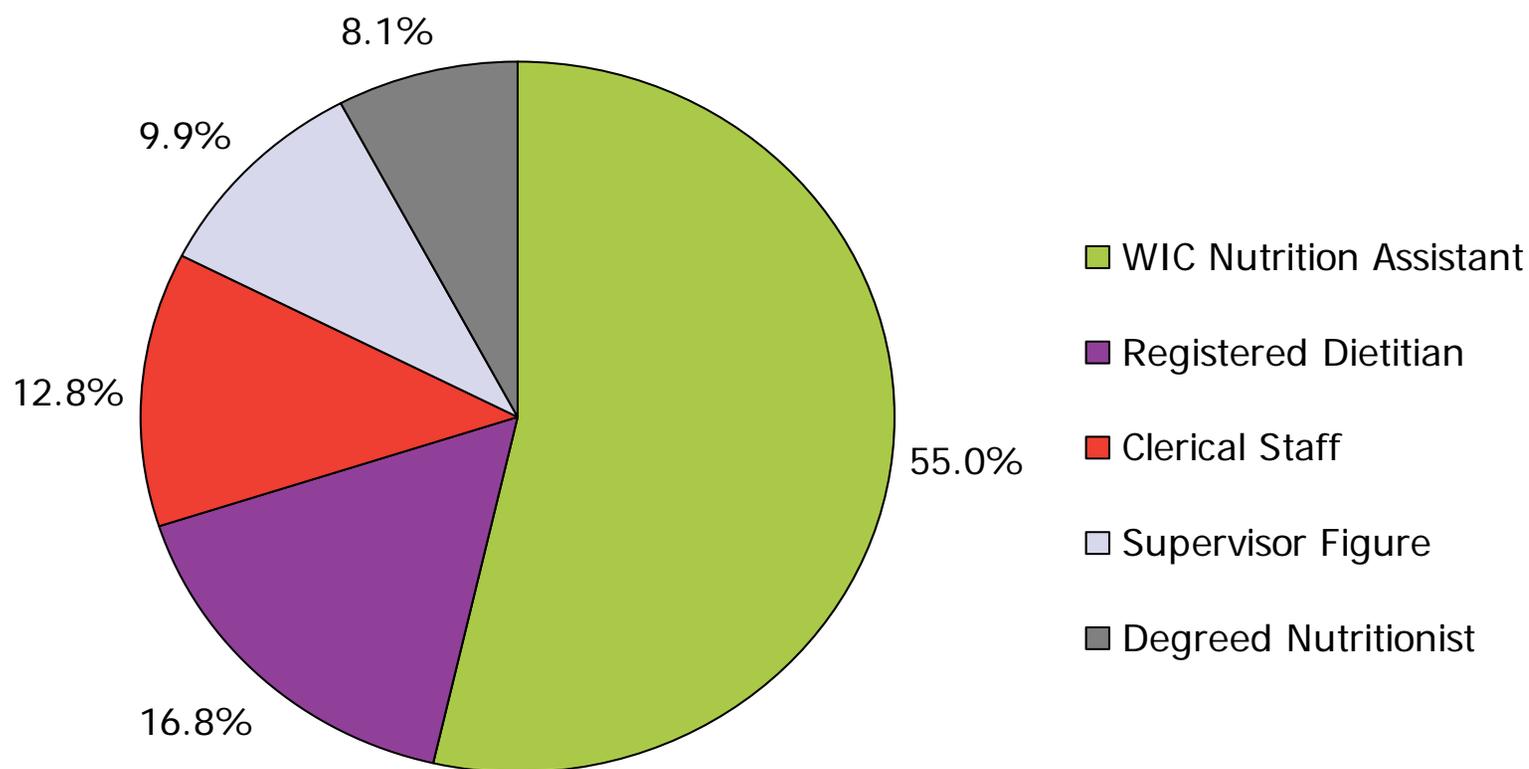
Race/Ethnicity Reported



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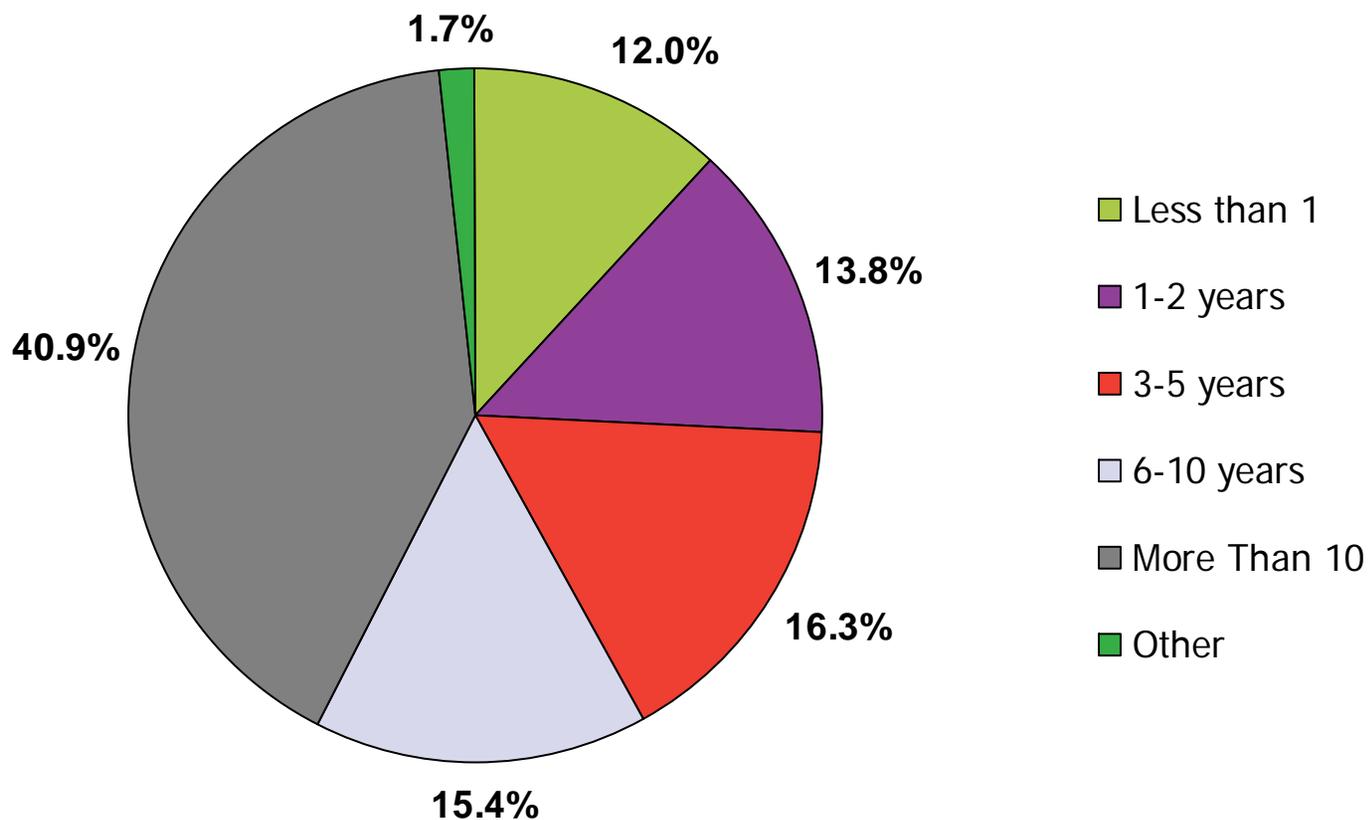


Job Classification





Length of WIC Service



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Milk





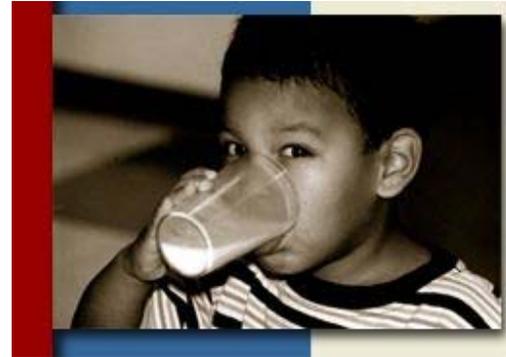
Type of Milk Purchased

- 42% - 2% milk-fat
- 41% - 1% milk-fat
- 27% - Skim
- 27% - Soy
- 18% - Whole
- 11% - Evaporated
- 10% - Lactose-free
- 2% - Powdered





Milk Consumption Children 2-5 Years Old



Most of the time drink...

- 2% milk 43%
- 1% milk 24%
- Whole 17%
- Skim 6%
- Soy milk 3%
- Lactaid 2%

Choose because...

- Most nutritious 52%
- Family prefers 33%
- WIC recommends 24%
- Likes the taste 23%





Milk Consumption Adults



Most of the time drink...

- 2% milk 26%
- 1% milk 26%
- Skim 20%
- Whole 7%
- Soy milk 9%
- Lactaid 5%

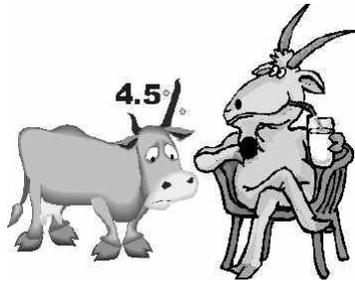
Choose because...

- Most nutritious 64%
- Likes the taste 33%
- Family prefers 23%
- WIC recommends 11%
- Lactose intolerance or milk allergy 11%





Adults Readiness to Switch from Whole to 2% Milk



Sometimes Drink Already	29%
Ready Now	24%
Considering Switching	14%
Not Thought About	14%
Would Never Change	11%
Other	8%





Adults Readiness to Switch from 2% to 1% Milk

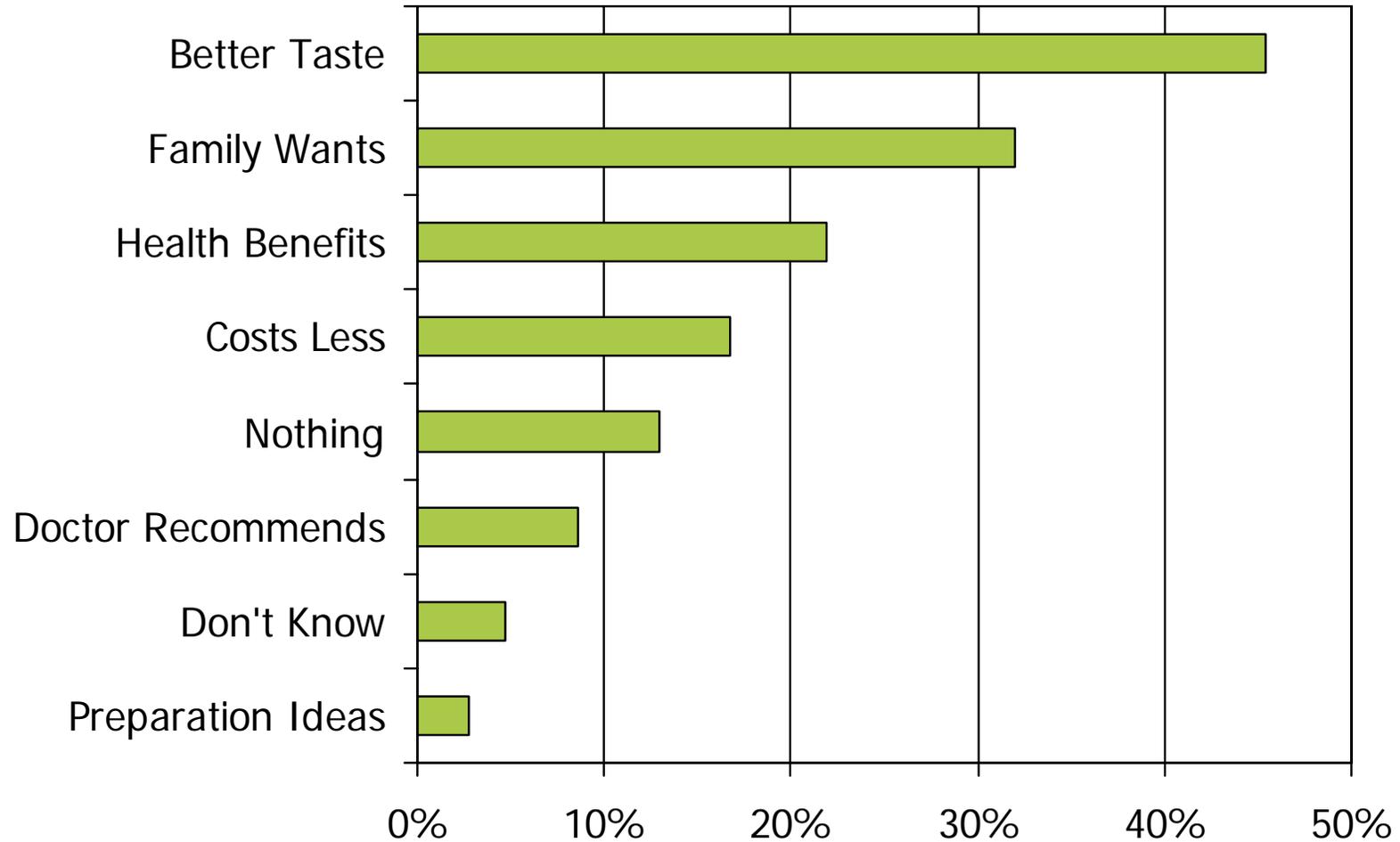


Sometimes Drink Already	21%
Ready Now	26%
Considering Switching	23%
Not Thought About	18%
Would Never Change	6%
Other	6%





What Might Help Adults Choose Lower Fat Milk



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Soy Products



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Soy Beverage



- 27% buy soy milk
- 71% consume occasional
- 19% consume regularly
- consume most of the time:
 - 9% of adults
 - 3% of 2 - 5 year old children
- Selected because of:
 - taste
 - good for health
 - lactose intolerance or milk allergy



Why Don't 64% Buy Tofu



Don't Know How to Prepare	39%
Family Doesn't Eat	34%
Don't Like Taste/Texture	28%
Never Tried	23%
Don't Know What Is	10%
Other	8%
Allergic	0.4%





Fruits and vegetables



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How Often Eat Fruit



	Fresh	Canned	Frozen
Daily	79%	3%	4%
Weekly	16%	16%	10%
Monthly	1%	13%	10%
Once in a while	4%	52%	47%
Never	0%	17%	30%



How Often Eat Vegetables



	Fresh	Canned	Frozen
Daily	73%	6%	12%
Weekly	23%	24%	32%
Monthly	1%	14%	14%
Once in a while	2%	40%	34%
Never	0%	17%	9%





What Might Help Increase Consumption of Fruits and Vegetables



Already Eat Enough	36%
Quick/Easy Prep Ideas	45%
Lower Price	40%
Can Taste New Types	20%
If Family Wants	14%
More Health Information	13%
Other	5%



Beverages





Beverages Other than Milk, Juice, or Water-Staff Drink

Nothing	30%
Sugared Coffee or Tea	31%
Diet Soda	24%
Regular Soda	18%
Fruit Drinks (not 100% juice)	15%
Powdered Sugar-Free Drinks	9%



Beverages Other than Milk, Juice, or Water-Children of Staff Drink



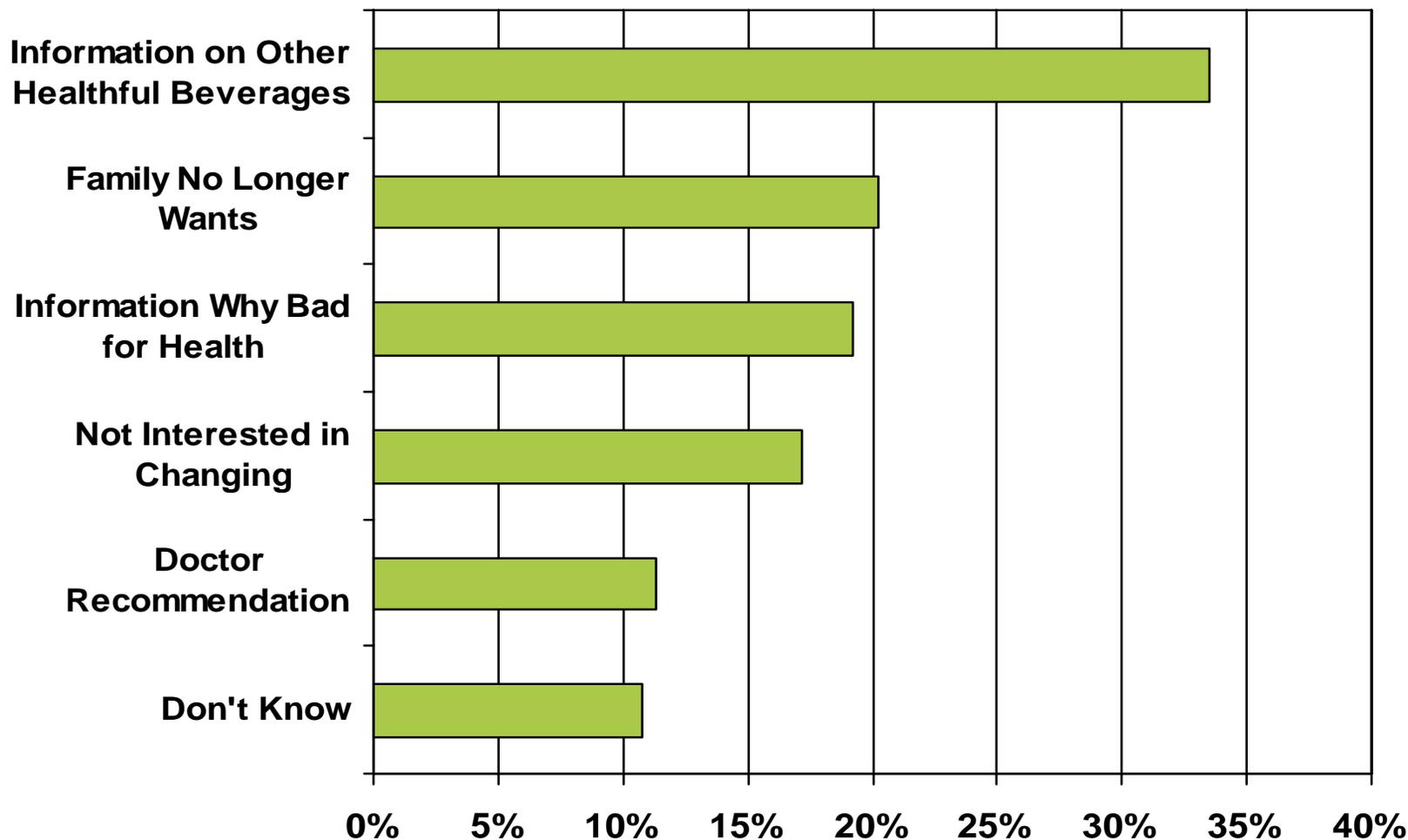
<http://thecitydesk.net>

Nothing	42%
Fruit Drinks (not 100% juice)	30%
Regular Soda	14%
Sports or Energy Drink	9%
Powdered Sugar Drinks	6%
Sugar-Free Flavored Water	5%





What Might Help Consume Less Sweetened Beverages



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Frequency of Juice Intake

- 34% once daily
- 29% twice daily
- 12% three times daily
- 11% other
- 15% don't drink juice





Juice Consumed by 1-5 year old

71%



Up to 4 fl oz

22%



5-7 fl oz

4%



8-11 fl oz

75% diluted the juice



Grains





Grains Purchased

Whole Grain Bread	94%
White Rice	87%
Corn Tortillas	82%
Oatmeal	75%
Flour Tortilla	67%
White Bread	46%
Brown Rice	45%
Whole Wheat Tortilla	43%
Barley	18%
Bulgur	9%





They Don't Buy Whole Grain Bread Because...

Family does not like it	42%
I don't like the taste	21%
No specific reason	18%
Cost too much	17%





They Don't Buy Brown Rice Because...

Have never tasted it	28%
Family does not like it	26%
Don't know how to cook	21%
Takes too long to cook	20%
Don't like the taste	18%
No specific reason	18%





They Don't Buy Corn Tortillas Because...

I just don't eat tortillas	42%
Family does not like them	31%
I don't like the taste	20%
I have never tasted them	3%
I don't know what they are	0.9%





They Don't Buy Whole Wheat Tortillas Because...

I have never tasted them	29%
Family does not like them	26%
I don't like the taste	16%
I just don't eat tortillas	14%
They cost too much	8%
Can't find in store	6%





What Might Help Increase Whole Grains Consumption

36% Feel They Already Eat Enough

Quick and easy meal ideas	40%
Opportunity for a taste test	34%
Help identifying whole grain foods	23%
Other family members eating them	22%
Education on health benefits	18%



Beans



Beans - Dried and Canned

79% of staff buy dried beans

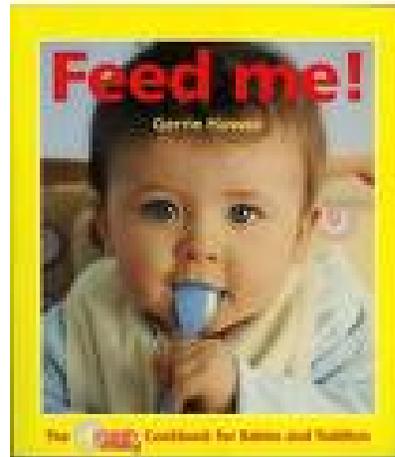


51% buy canned beans because...

- more convenient to use 77%
- dried beans take too long to cook 40%
- They don't know how to cook dried beans 10%



Baby Foods





Opinions on Offering Baby Foods

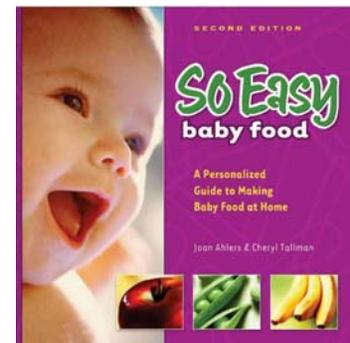
WIC should offer baby foods

- it will help families introduce fruits and vegetables 61%
- for convenience 22%



WIC should not offer baby foods

- families can make their own 29%
- it are expensive 11%





Changes in the Amounts of Juice, Milk, Cheese, & Eggs



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Summary of Staff Opinions on the Reductions

- Enthusiastic support for reduction in juice 
- Milk and cheese reduction is supported by most staff, but 7% have serious concerns
- Support for reduction in eggs is the least with 14% of the staff having serious concerns.





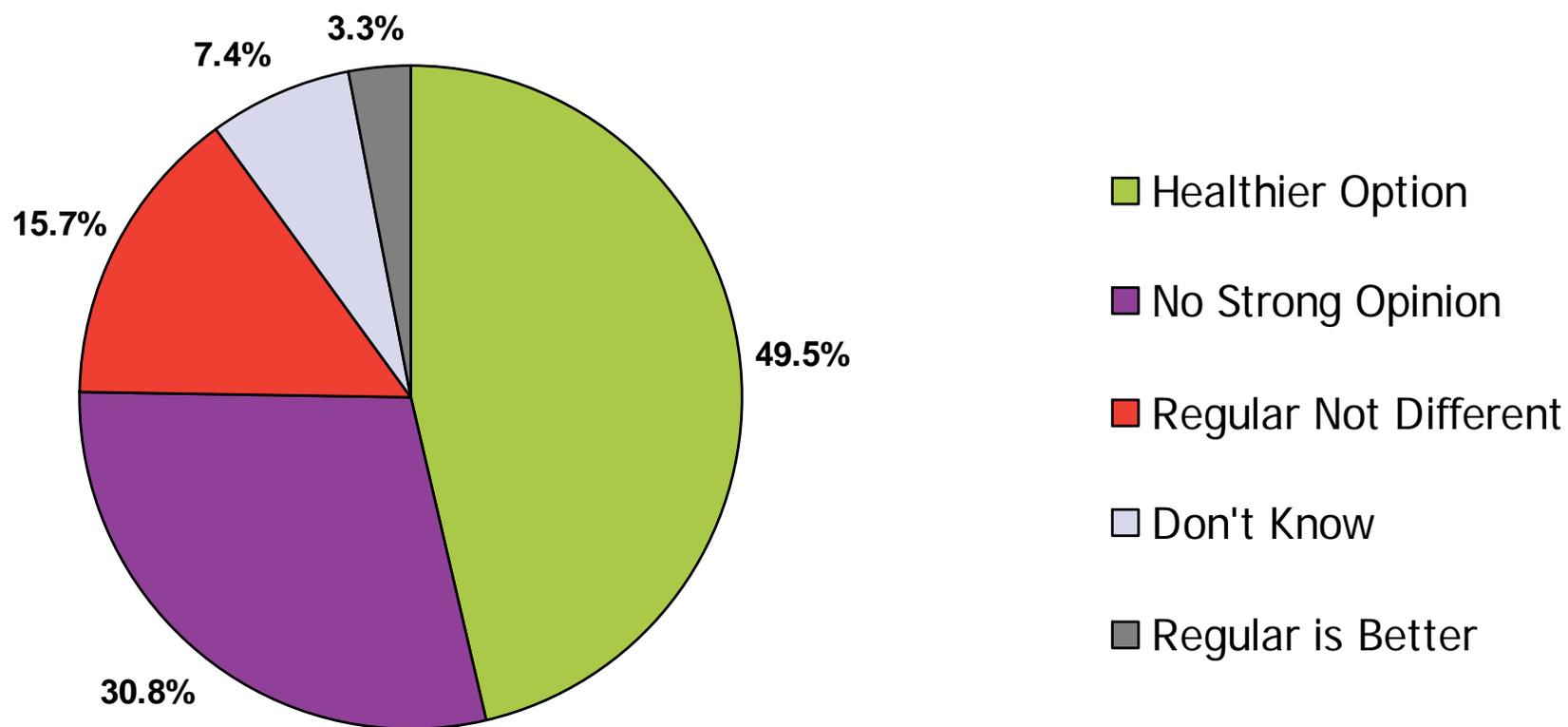
Organic Foods



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Opinion on Organic Foods





Thoughts on Cost of Organic Foods

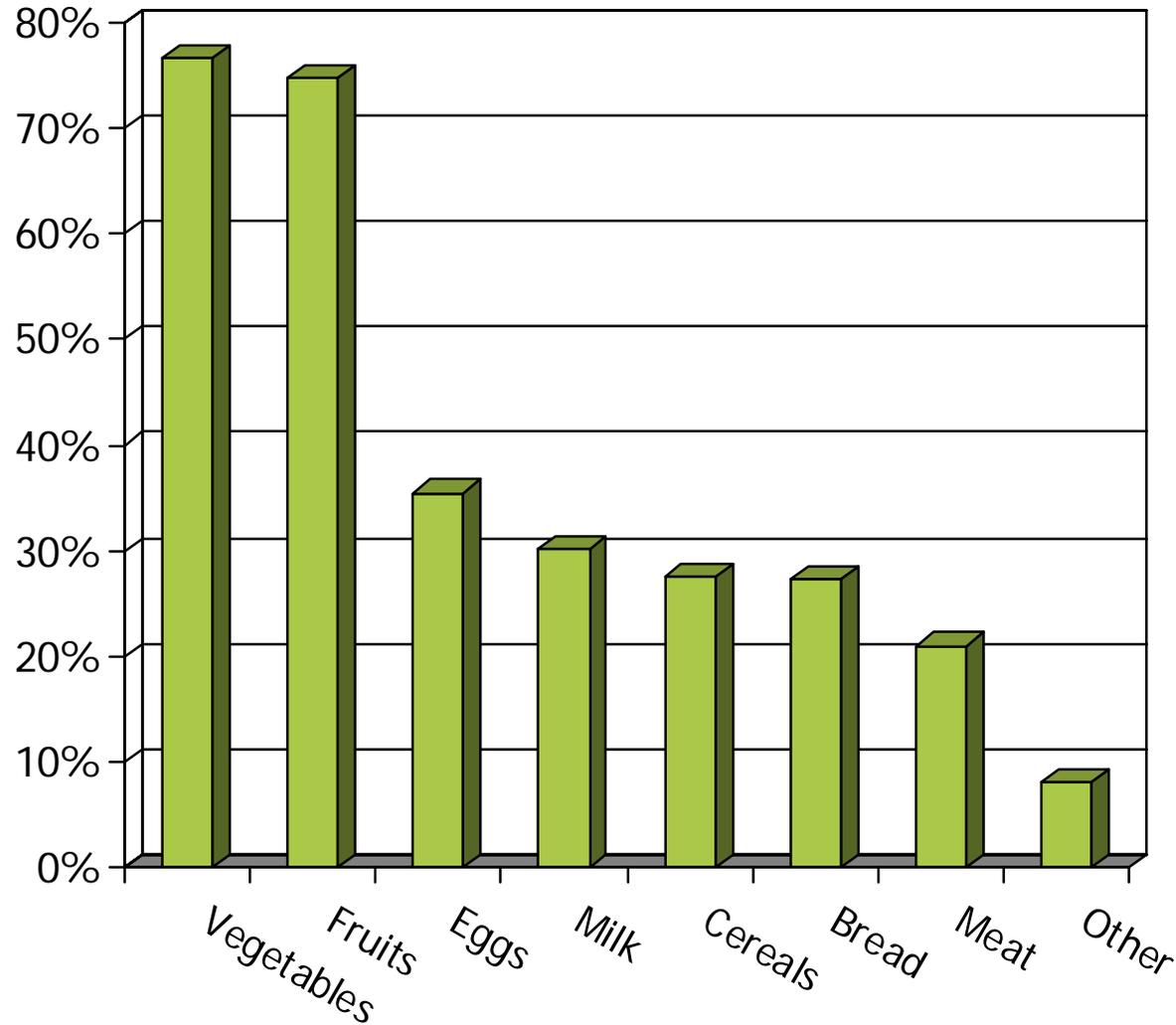


- 81% Feel its more expensive than non-organic
- 48% Think its too expensive for most
- 18% Are willing to pay more
- 7% Don't know about organic foods
- 5% Think regular cost same as organic





Organic Foods They Buy



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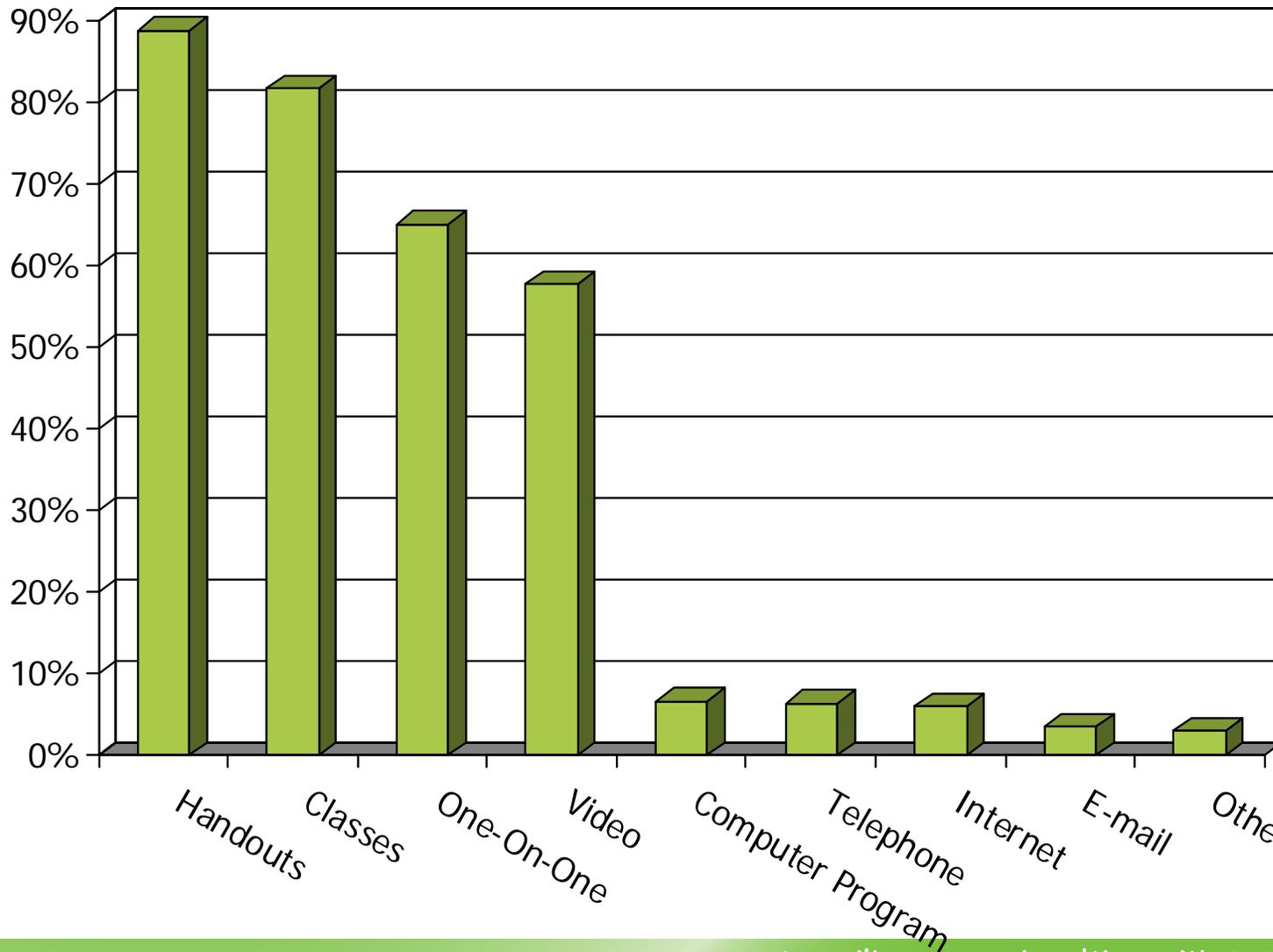
Education and Training



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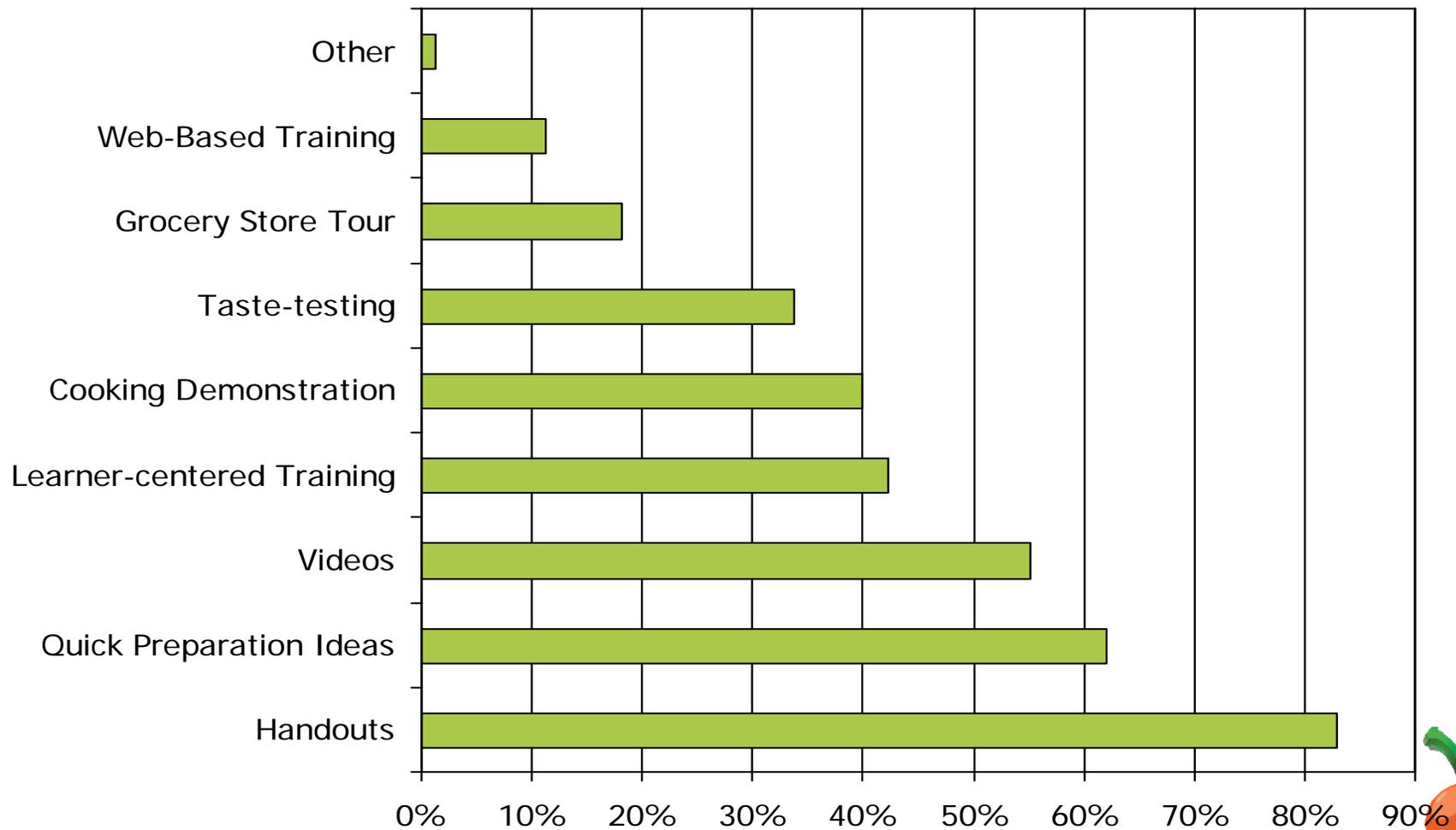
Ways to Get the Information Out



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Training or Tools to Prepare Staff



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Key Findings



WIC Staff:

- Give their young children an appropriate amount of juice.
- Are drinking lower fat milk, although some still drinking whole milk.
- Need information on tofu, sweetened beverages, whole grains, and dried beans.
- Think organic foods are healthier, but cost more.
- Eat fresh fruits and vegetables daily and canned and frozen once in a while.





Key Findings (continued)

- Some are concerned about reduction in milk, cheese, and especially eggs.
- Many support giving baby foods, although some think families can make their own.
- Would prefer handouts, classes, one-on-one contacts, videos, and easy/quick food preparation ideas for educating participants.

