

## **2022 Texas WIC Participant Nutrition Education Survey Statewide Aggregate Results Report - May 2022**

### **Purpose**

The purpose of the *2022 Texas WIC Participant Nutrition Education Survey* (NE Survey) is to provide the WIC state agency and local agencies with information about how participants received nutrition education in the past 12 months and their preferences for future options. The assessment also collects participants' preferred sources of nutrition and health information, awareness and usage of nutrition and health resources located on local agency and state agency websites and social media, health behavior and lifestyle questions and demographic data.

In addition to the statewide aggregate report, each of the 65 local agencies in Texas receives the survey results from respondents who attend their clinics. Agencies use the report along with other tools to help plan their class schedule and receive valuable feedback to support their nutrition offerings.

This report summarizes the aggregate data collected from all 65 local agencies across Texas.

### **Methods**

WIC participants who had been on WIC for at least 4 months in 2021-2022 were randomly sampled from each local agency. Contribution of the responses from each local agency were statistically weighted to account for the agency's percentage of the total participation in the state (see table *Local Agency Weighted Percentage of Responses*). The Texas WIC state agency administered the NE survey using an unincentivized text message invite to eligible families during the months of February, March and April 2022. Participants who chose to complete the survey clicked on a link in the text message that took them to online Qualtrics survey. The survey took about 10-15 minutes to complete and was offered in English or Spanish.

## Results

Responses were received from 4,951 WIC participants (6.7 percent response rate). The results of the report are divided into nine sections.

Section 1: WIC Shopping Education for New WIC Participants

Section 2: Importance of WIC Benefits

Section 3: Nutrition and Breastfeeding Education Received in the Last 12 Months

Section 4: Planning for Future Nutrition Education, TexasWIC.org and BreastmilkCounts.com, and the Location of NE Classes

Section 5: Sources of Nutrition and Health Information and Awareness of Local Agency Social Media Sites

Section 6: Nutrition Counseling with a Nutritionist or Registered Dietitian

Section 7: Lifestyle Behaviors (SNAP-Ed Measures)

Section 8: Demographics

Section 9: Open Responses

The remainder of this report includes visualizations and key points of the results. At the conclusion of the report is a summary of potential opportunities for WIC based on the results of this survey.

## Local Agency Weighted Percentage of Responses

4951 Responses

Local Agency Number	Percentage of Responses
1	3.47%
3	3.05%
4	0.14%
5	0.98%
7	9.27%
10	0.37%
11	0.62%
12	8.05%
13	3.07%
17	4.05%
19	0.31%
20	0.56%
21	0.44%
22	0.86%
24	0.50%
26	7.42%
28	0.19%
29	2.11%
30	0.39%
31	2.31%
33	3.88%
34	0.42%
35	1.19%
36	1.19%
37	0.50%
38	0.60%
39	3.70%
40	0.45%
41	4.48%
42	0.94%
43	0.16%
44	0.28%
46	0.88%

48	5.87%
49	0.12%
51	0.40%
53	0.20%
54	4.63%
56	0.45%
58	0.32%
59	0.80%
60	0.14%
61	0.22%
62	0.21%
63	0.10%
64	0.20%
65	0.22%
67	0.21%
69	0.35%
70	0.02%
71	1.04%
73	1.37%
74	0.14%
77	5.50%
89	0.56%
90	0.71%
95	0.19%
100	0.71%
105	0.19%
108	0.46%
110	0.10%
126	0.14%
130	3.05%
131	3.73%
133	0.90%

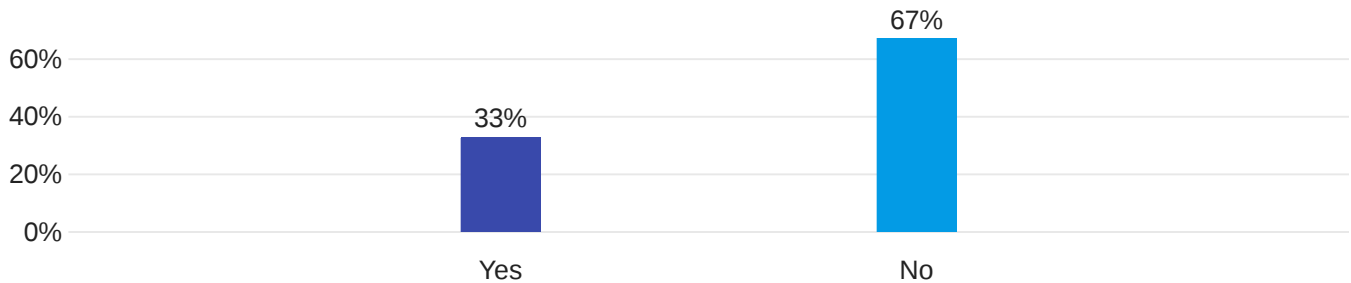
**TOTAL 100.00%**

## Section 1. WIC Shopping Education for New WIC Participants

Key Points: 87 percent of respondents who were brand new to WIC received education on how to shop for WIC foods, and 93 percent of them found this education "very useful" or "extremely useful."

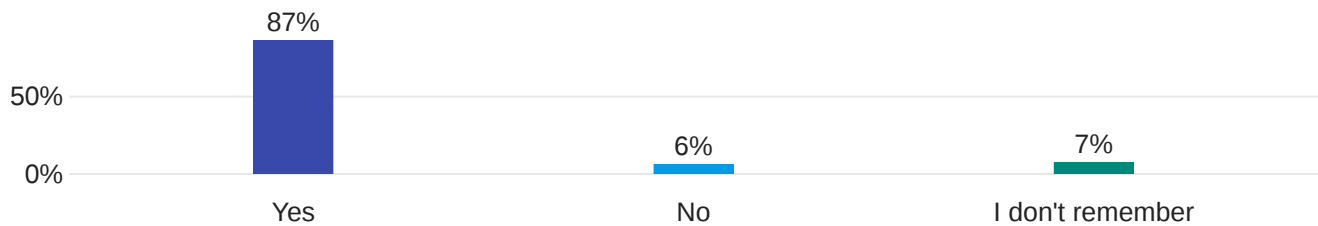
Are you brand new to WIC in the last 12 months?

4951 Responses



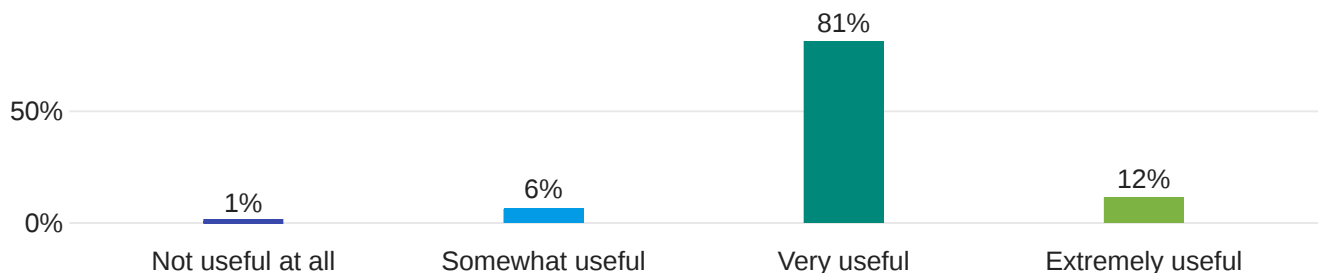
If you are brand new to WIC, did you receive education on how to shop for WIC foods?

1617 Responses



If you are brand new to WIC, how useful was the education you received when you shopped for WIC foods at the store?

1412 Responses

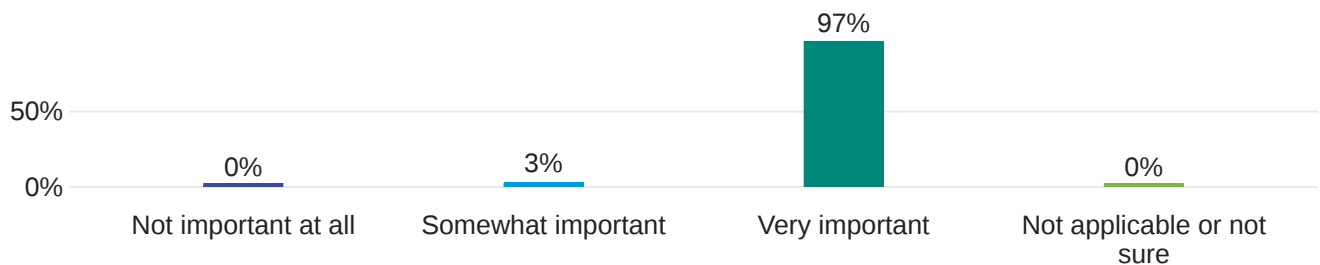


## Section 2. We would like to hear your opinions about WIC. How important are the following WIC benefits to you?

Key Points: Food assistance was ranked the highest in importance (97 percent), followed by nutrition education and support received from WIC staff (92 percent for both).

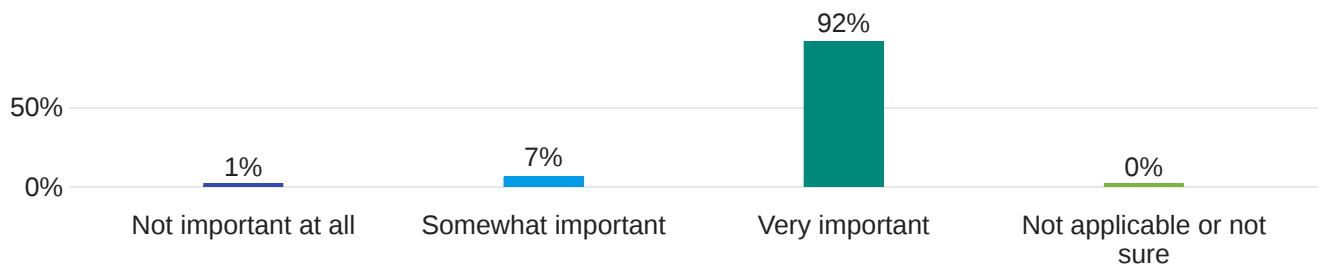
### Food assistance

4951 Responses



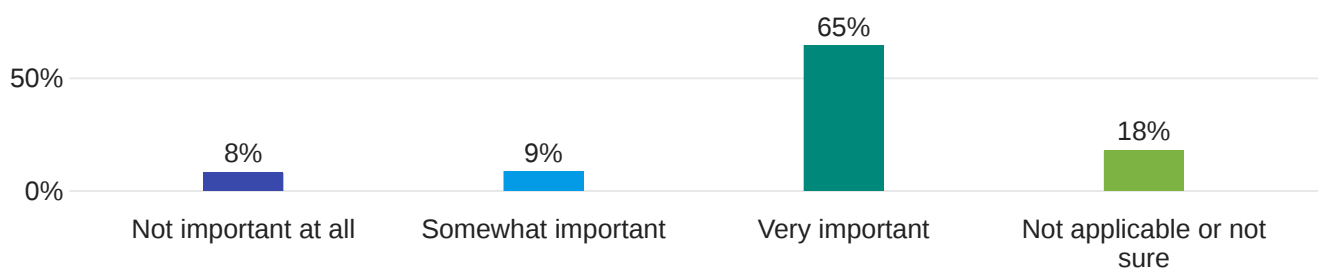
### Nutrition information

4951 Responses



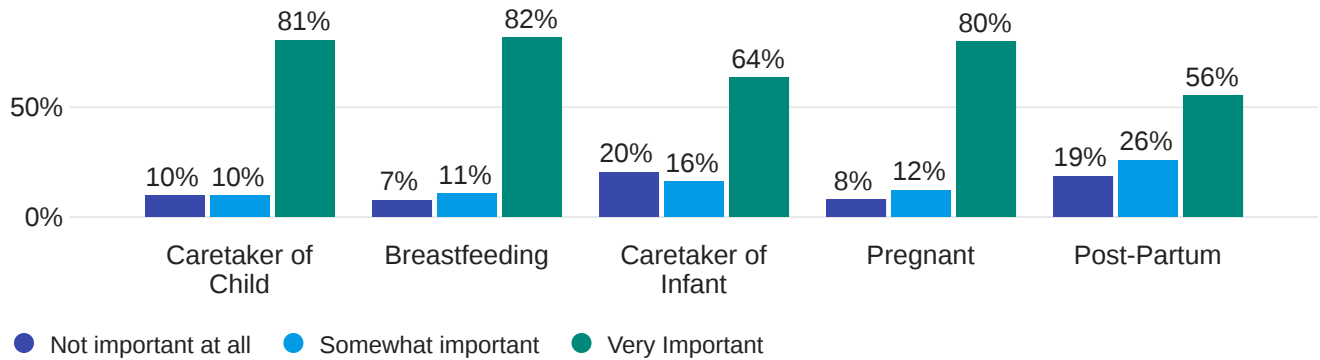
### Breastfeeding information

4951 Responses



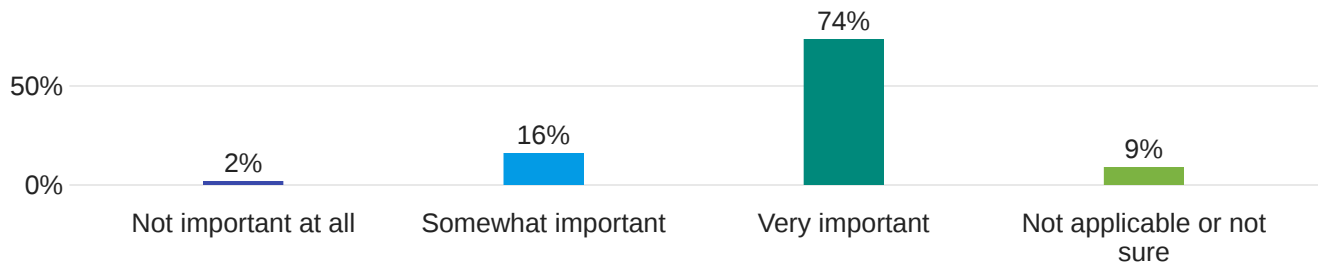
## Breastfeeding information (removed "not applicable or not sure")

4038 Responses



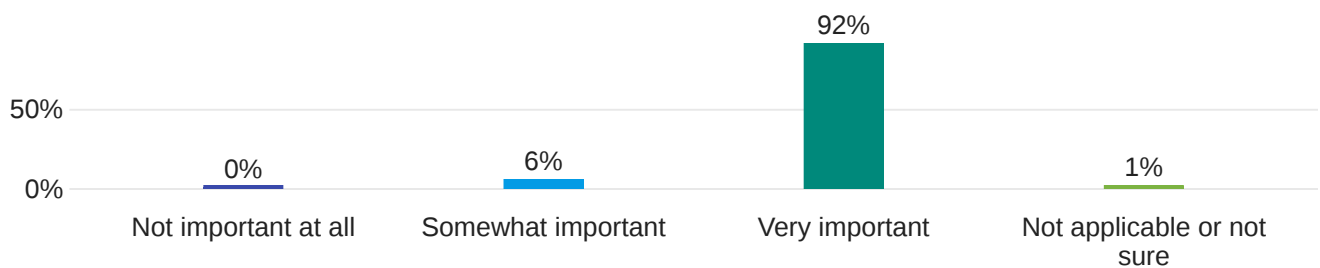
## Referrals to community resources or other referrals

4951 Responses



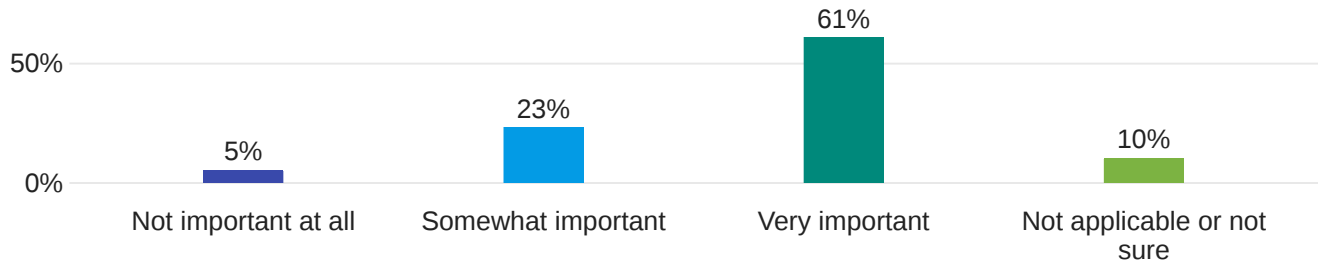
## Support received from WIC staff

4951 Responses



## Talking to other parents or caregivers on WIC

4951 Responses



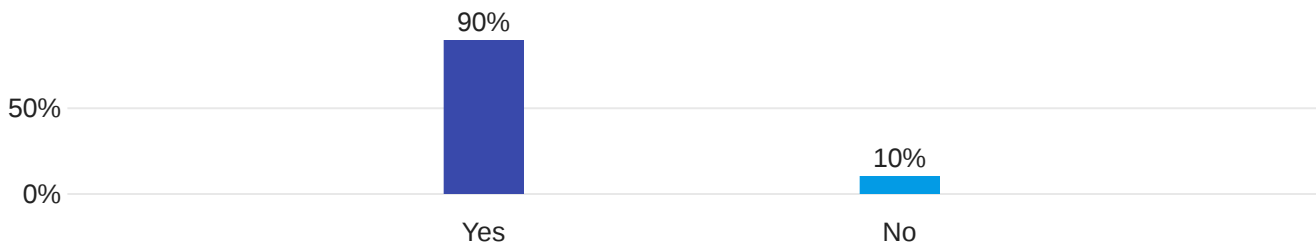


### Section 3. Nutrition and Breastfeeding Education Received in the Last 12 Months

Key Points: Seventy four percent of participants who received NE said they obtained this education online at TexasWIC.org (which offers both live classes and self-paced classes online). An additional 26 percent were educated via phone conversation or video chat and 14 percent took self-paced lessons at the clinic or curbside operations when benefits were issued.

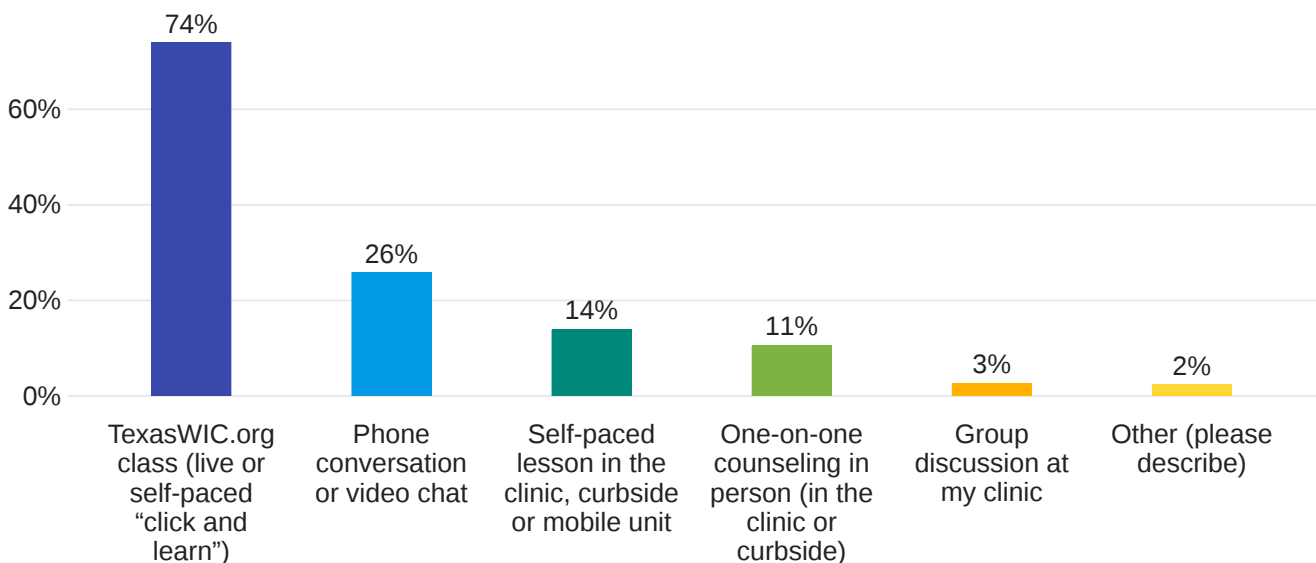
Did you receive nutrition education from WIC in the past 12 months? (for example, TexasWIC.org class, lesson at your clinic, phone conversation, one-on-one counseling)

4951 Responses



How did you receive nutrition education? (mark all that apply)

4440 Responses



## How did you receive nutrition education? "Other, write in" Themes:

The number in parentheses indicates the number of times the theme was mentioned.

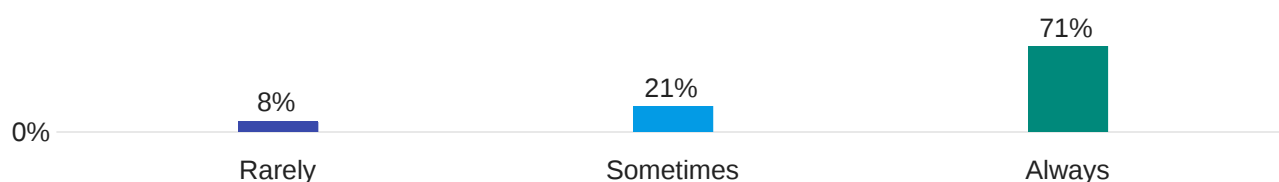
- Online (Zoom or Facebook class, or site other than TexasWIC.org) (24)
- Brochure, pamphlet (12)
- WIC classes or talking to WIC (5)
- I do not recall (4)
- My own research (4)
- Doctor, hospital, clinic (3)
- Videos (4)
- In person (3)
- Friend (2)
- Other public health program (2)

**Please answer the next five (5) questions about the way WIC staff offered you nutrition classes.**

**Key Points:** Seventy one percent were offered more than one way to receive their education, 82 percent could choose from different class topics, 84 percent were offered at times convenient for them, and 84 percent in a language they understood.

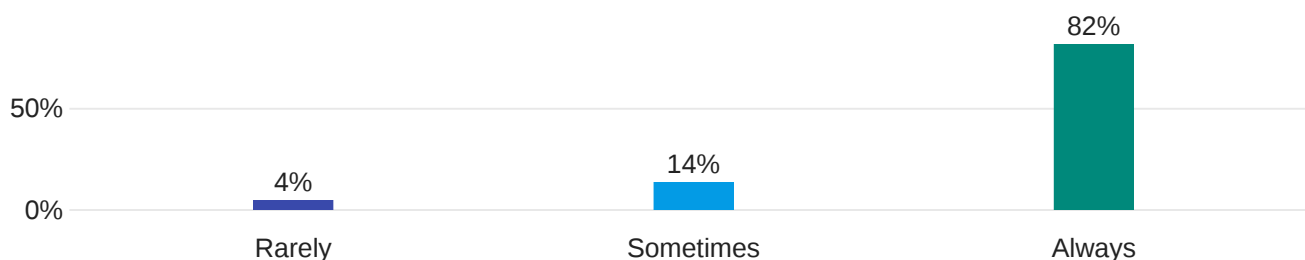
They told me there was more than one way (online, self-paced, group discussion) to take my class.

4441 Responses



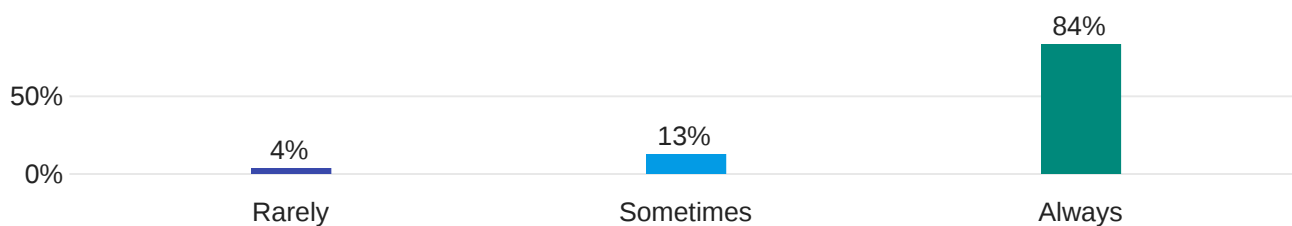
They told me I could choose different topics (pregnancy, breastfeeding, infant nutrition and child nutrition) for my class.

4441 Responses



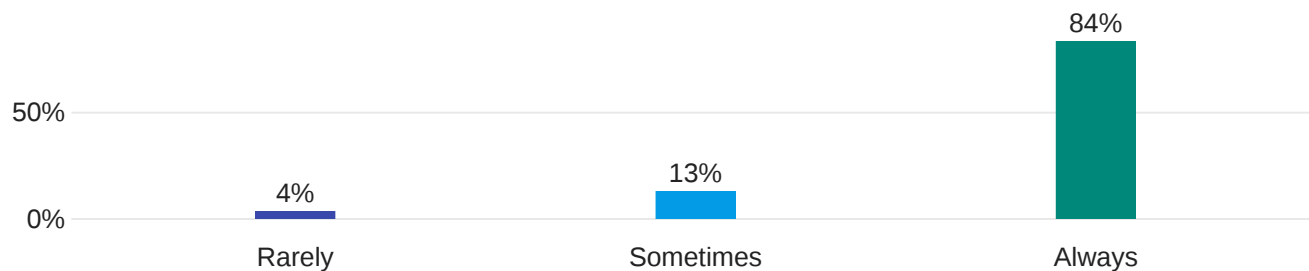
The classes were offered at times convenient for me.

4441 Responses



The classes were offered in a language I understood.

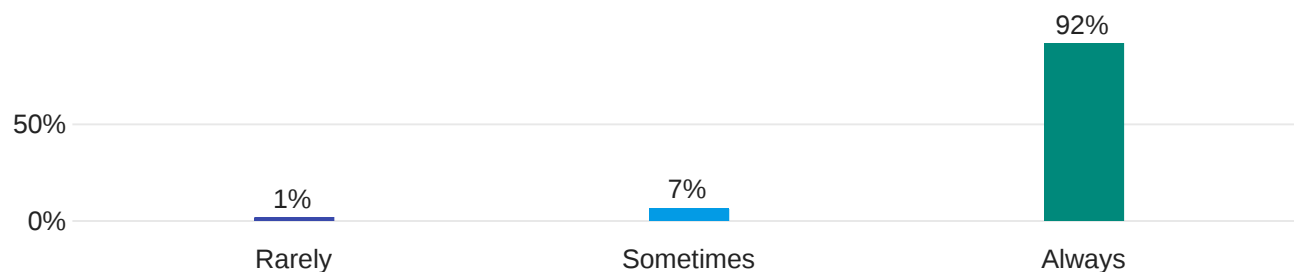
4441 Responses



Key Points: Ninety two percent stated the nutrition education was helpful and worth my time "always" and 7 percent marked "sometimes" helpful and worth my time.

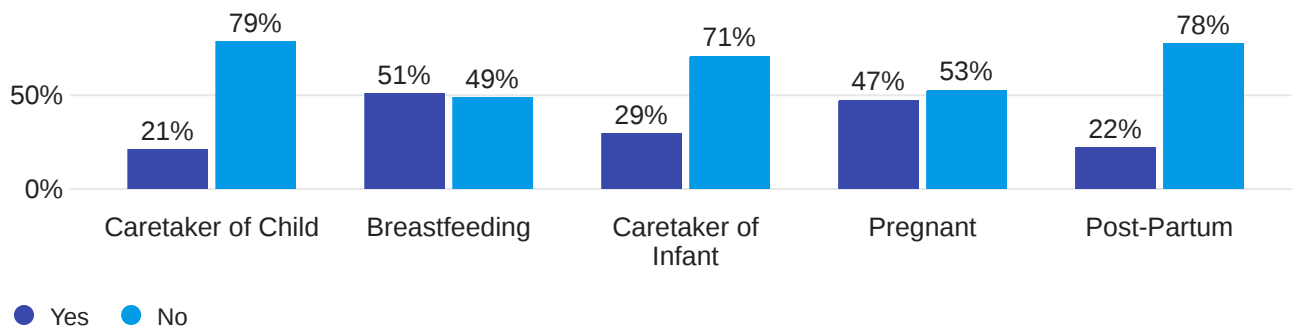
The nutrition information I received was helpful and worth my time.

4441 Responses



## Did you receive breastfeeding classes from WIC in the past 12 months?

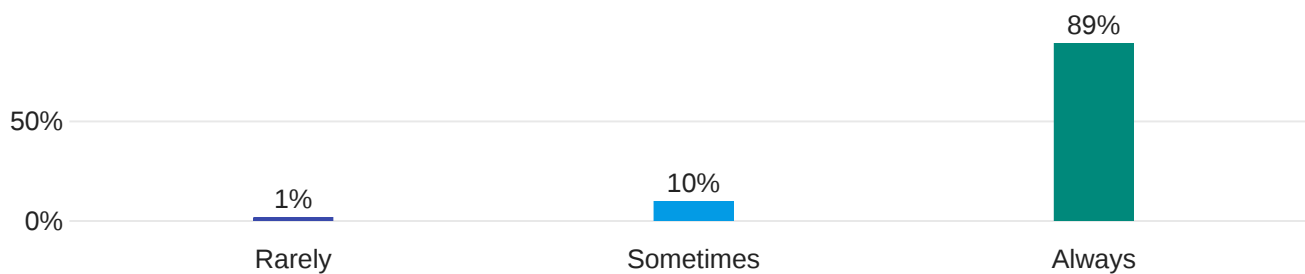
4950 Responses



**Key Points:** Of the 29 percent of participants (all WIC categories averaged) who received breastfeeding education, 89 percent and 10 percent felt the information was "always" and "sometimes" helpful and worth their time.

## The breastfeeding classes were helpful and worth my time.

1426 Responses

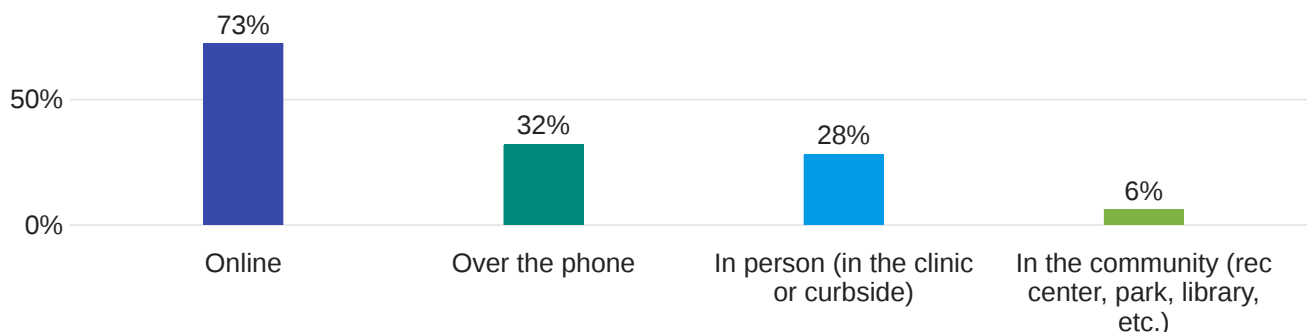


## Section 4. Planning for Future Nutrition Education

**Key Points:** A majority of respondents prefer to receive their future NE online (73 percent); however, 32 percent would like to have NE over the phone, 28 percent at the clinic or curbside and 6 percent in the community.

In the future, how would you prefer to receive your WIC nutrition education? (You may mark more than one answer.)

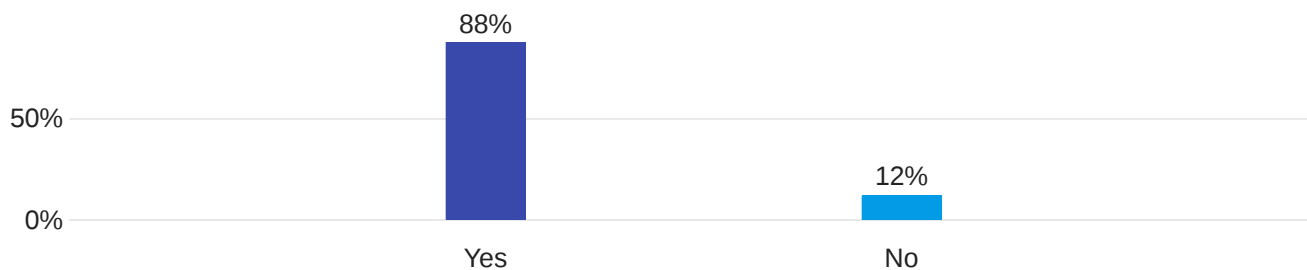
4951 Responses



**Key Points:** 88 percent of respondents have visited the TexasWIC.org, the client-facing, NE website. The website was cited as "informative" and "helpful."

Have you visited TexasWIC.org in the past 12 months?

4951 Responses



Do you have any comments about the TexasWIC.org website that you would like to share with us?

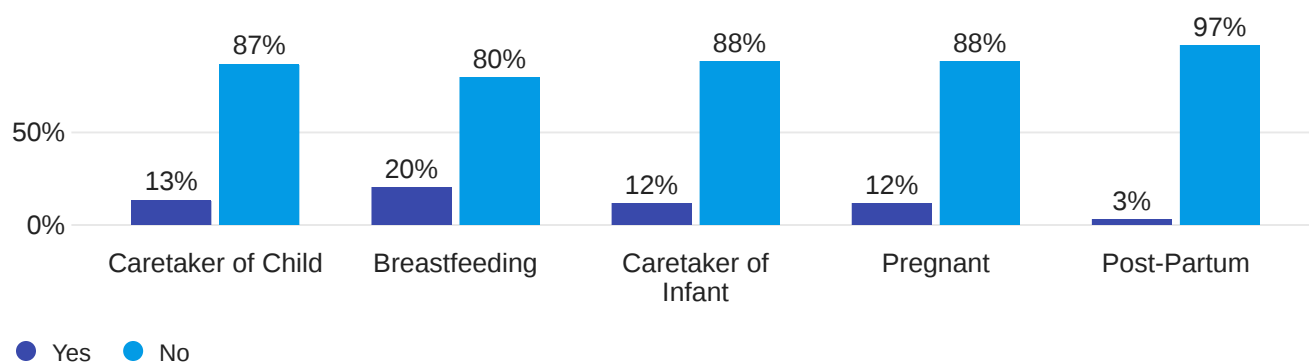
1364 Responses



Key Points: 15 percent of respondents have visited the BreastmilkCounts.org, the client-facing, breastfeeding website. Most comments relayed were that the website was "very good" with "important" and "excellent information."

Have you visited BreastmilkCounts.com in the past 12 months?

4950 Responses



Do you have any comments about the BreastmilkCounts.com website that you would like to share with us?

233 Responses

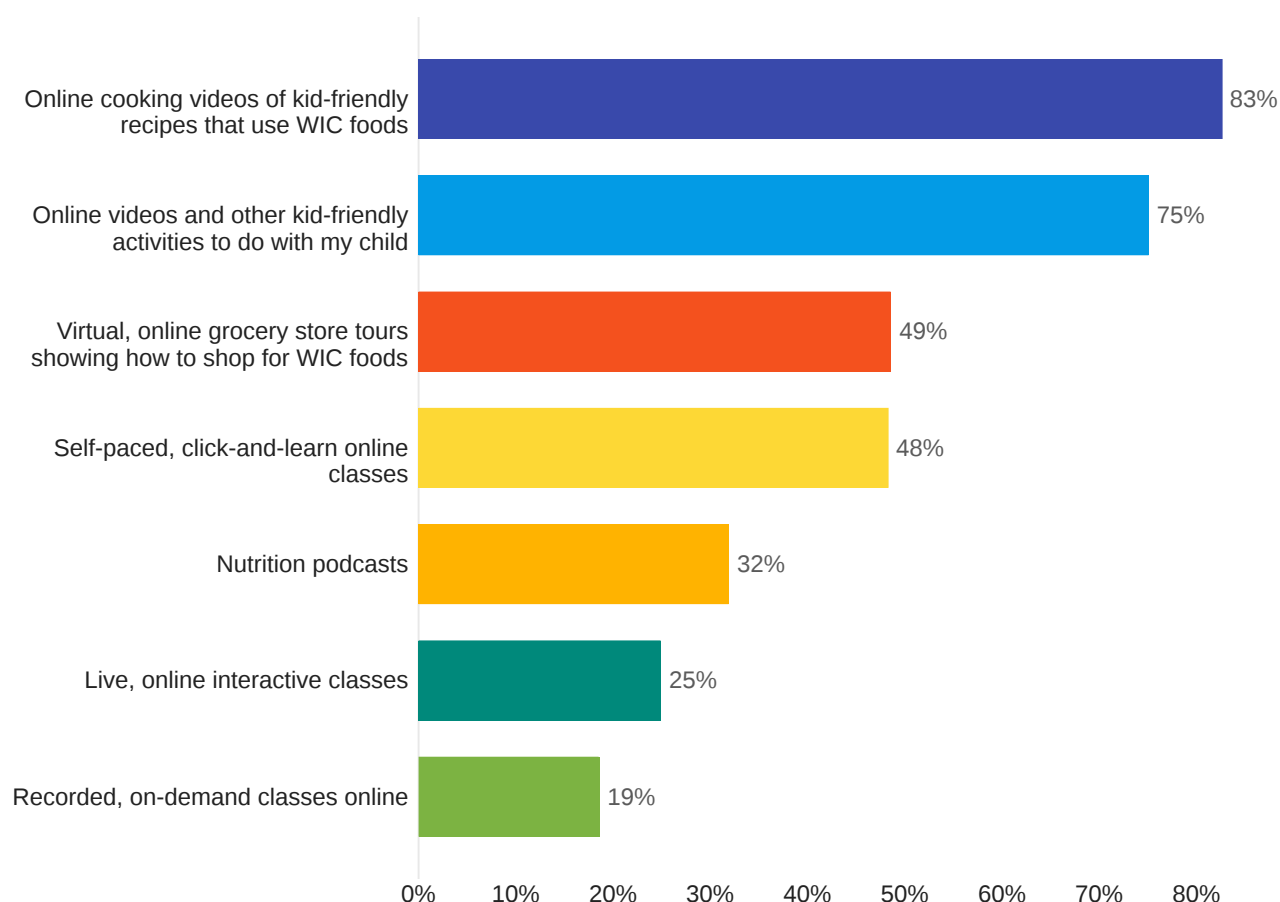




Key Points: Online cooking videos of kid-friendly recipes that use WIC foods (83 percent) and online videos and other kids friendly activities to do with their child (75 percent); followed by virtual, online grocery store tours (49 percent) and self-paced online classes (48 percent) were the most popular areas selected for desired online content development. Almost one-third of participants expressed interest in podcasts, a quarter would like more live, online classes and almost a fifth of respondents expressed interest in more recorded, on demand classes.

WIC is working on creating more content online. We want to be your go-to source for nutrition information. Please select the three areas in which you would like to see more content.\*

4951 Responses



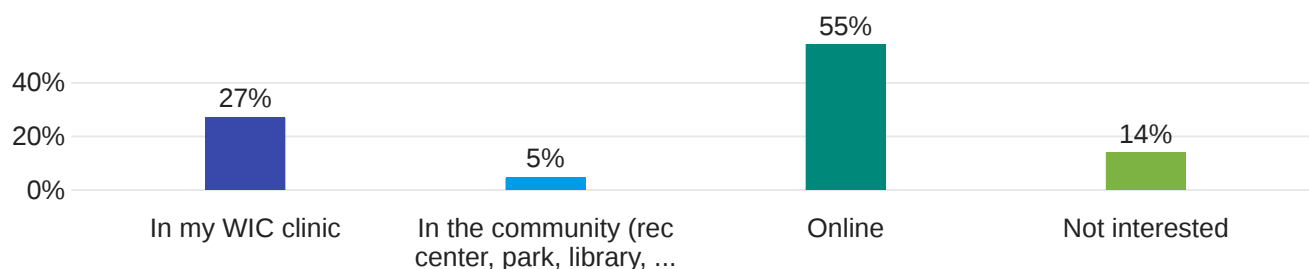
**In addition to online content, WIC wants to give you nutrition information options that are convenient for you, either in your WIC clinic or out in your community. Where would you prefer to see the following activities?**

Key Points: All of the proposed NE class topics were requested to be offered online (by over 50 percent of respondents). Beyond offering online:

- The most popular NE to be held **in the community** were:
  - Mommy-and-me (23 percent),
  - Story-time with my child (22 percent),
  - Physical activity classes (19 percent) and
  - Gardening classes (17 percent).
- The most popular NE to be held **in clinics** were:
  - Group discussions (27 percent),
  - Mommy-and-me (25 percent) and
  - Cooking demonstrations (20 percent).
- Preferences for **in clinic** story-time with my child (20 percent), physical activity classes (19 percent) and gardening classes (15 percent) were similar or slightly less preferred to the same option in the community.

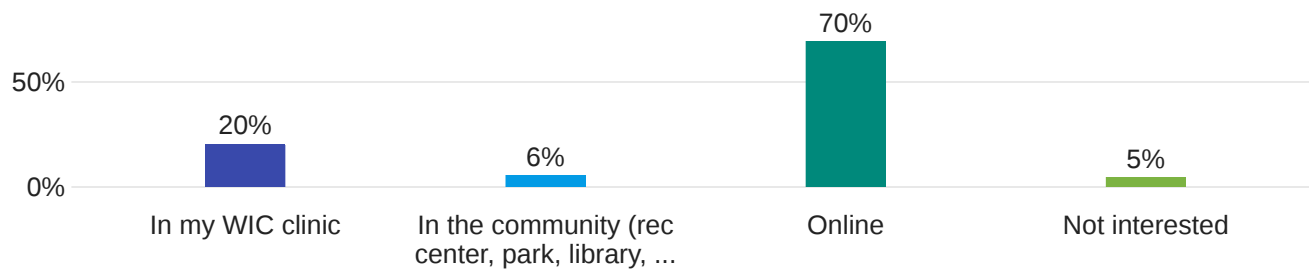
### Group discussions on nutrition or breastfeeding

4951 Responses



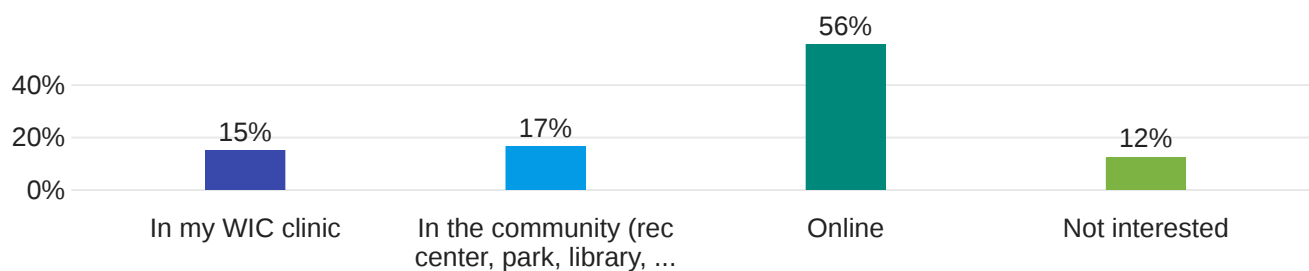
## Cooking demonstrations

4951 Responses



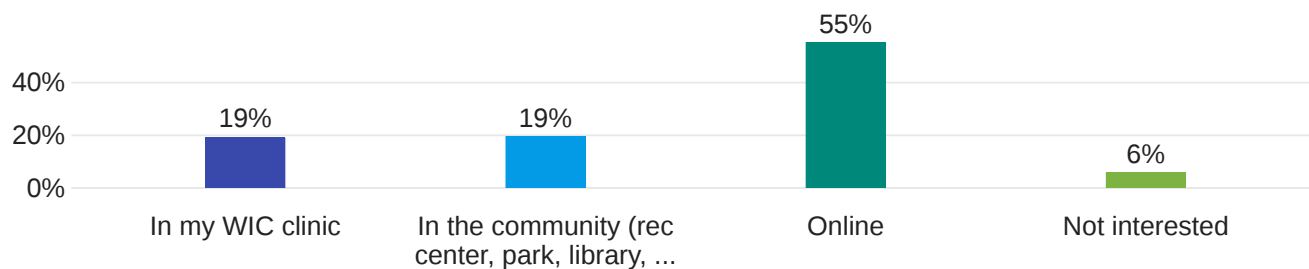
## Gardening classes

4951 Responses



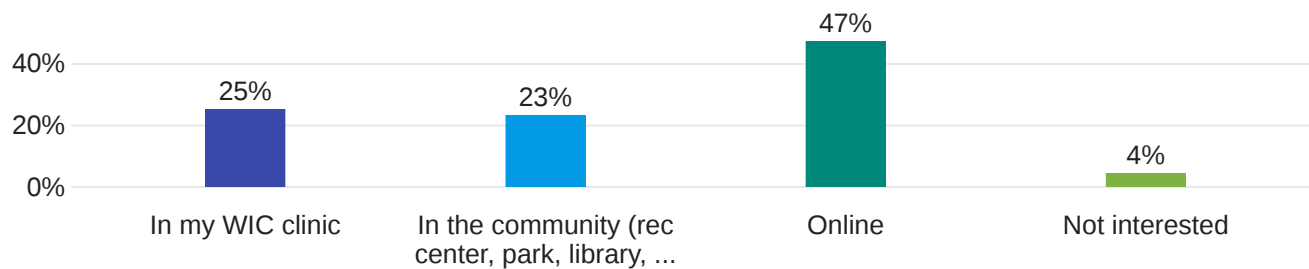
## Physical activity classes

4951 Responses



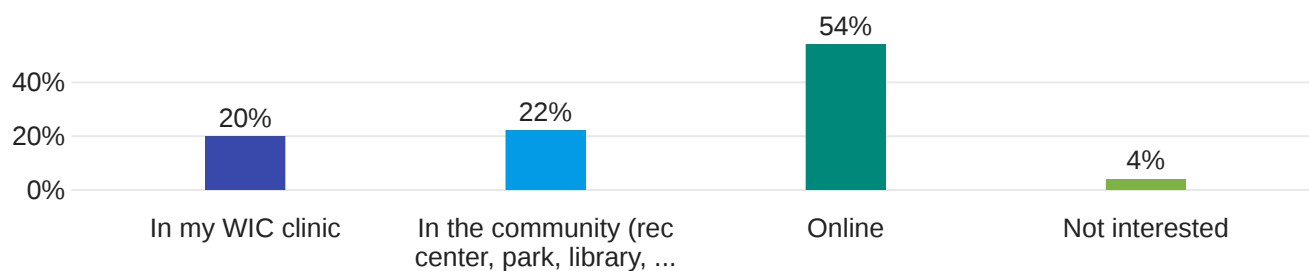
## “Mommy and Me” classes with child-friendly play time

4951 Responses



## Story-time with your child

4951 Responses

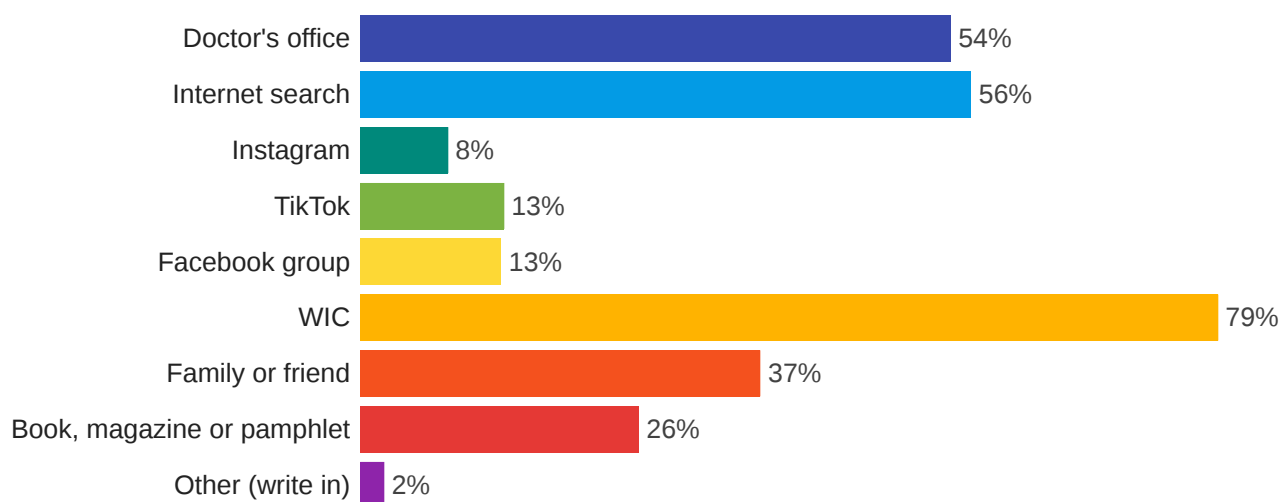


## Section 5. Sources of Nutrition and Health Information and Awareness of Local Agency Social Media Sites

Key Points: 79 percent of WIC participants reported they receive their nutrition and health information from WIC, followed by the internet (56 percent) and doctor's offices (54 percent). WIC participants also seek information from family or friends (37 percent) and books, magazines or pamphlets (26 percent). Participants also reported getting nutrition information from various social media sites, although less frequently than the other sources.

Where do you usually get your nutrition and health information for you and your family? (mark all that apply)

4951 Responses



## Where do you usually get your nutrition and health information for you and your family? (mark all that apply): "Other, write in"

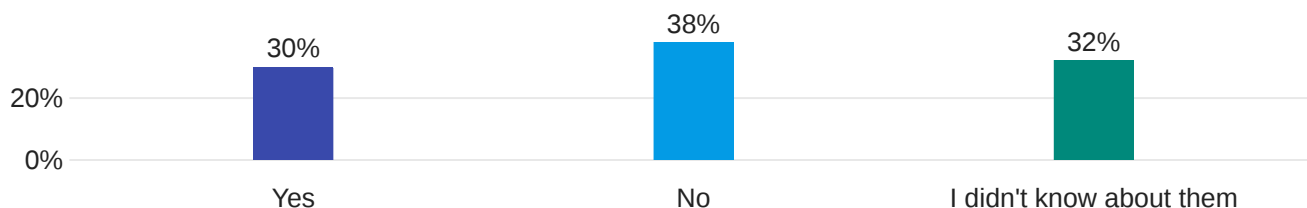
The number in parentheses indicates the number of times the theme was mentioned.

Google, YouTube, Pinterest, WhatsApp or other Apps (18)  
 Self-paced on my own, not specified (12)  
 School or college (8)  
 Online websites (6)  
 Books (5)  
 Family or friend (4)  
 From no where (4)  
 Nutritionist (4)  
 Registered dietitian or high risk clinic (3)  
 Pediatrician (teleconsult) (2)  
 Academic articles (2)  
 Church (2)  
 Other public health program (2)  
 All of the above (1), grocery stores (1), brochures (1), television shows (1)

Each local agency should review the next question if they have a social media site. The percentages listed in the aggregate report include agencies with **and without** social media sites.

Do you currently “like” or “follow” your local WIC’s social media page on Facebook, Instagram or Twitter?

4951 Responses

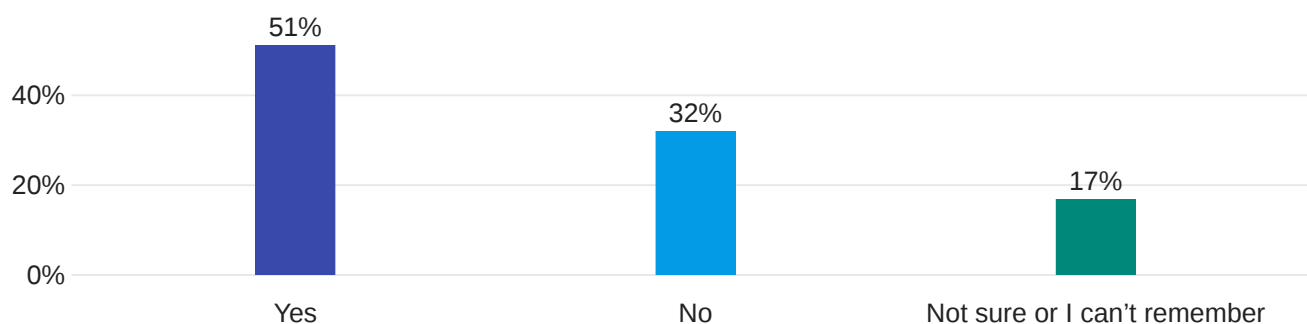


## Section 6. Nutrition Counseling with a Nutritionist or a Registered Dietitian

**Key Points:** Only half (51 percent) of surveyed participants met with a WIC nutrition educator (nutritionist or a registered dietitian) at a WIC clinic, at curbside or over the phone or video chat in the last 12 months.

Have you met with a WIC nutrition educator (nutritionist or a registered dietitian) at your WIC clinic, at curbside or over the phone or video chat?

4951 Responses

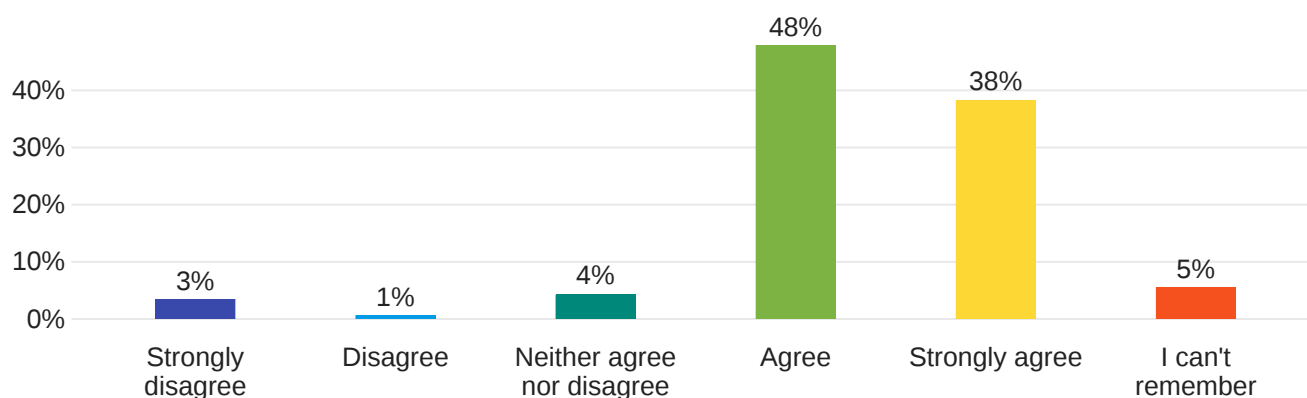


**If you met with a nutrition educator, please mark the following statements about your last WIC session with a WIC nutrition educator as appropriate.**

**Key Points:** WIC participants who met with a nutritionist or registered dietitian "agreed" or "strongly agreed" to the statements: we talked about something I wanted to talk about (86 percent), the educator helped me come up with an idea I could try with myself or my family (84 percent) and the educator helped me learn something I am currently using or doing (86 percent).

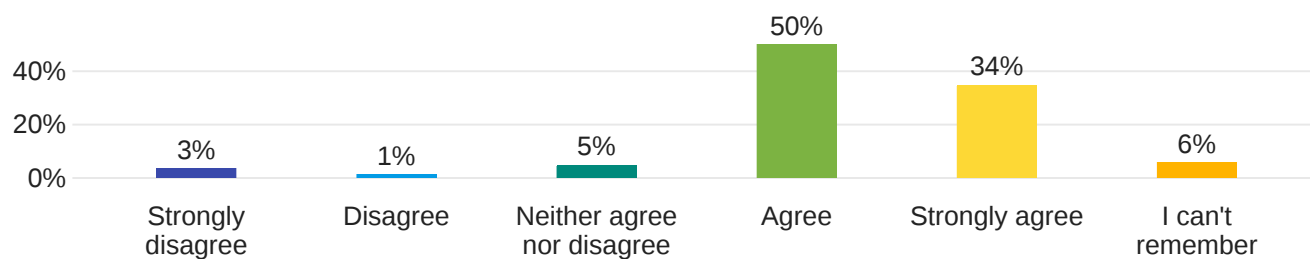
The nutrition educator and I talked about something I wanted to talk about.

2489 Responses



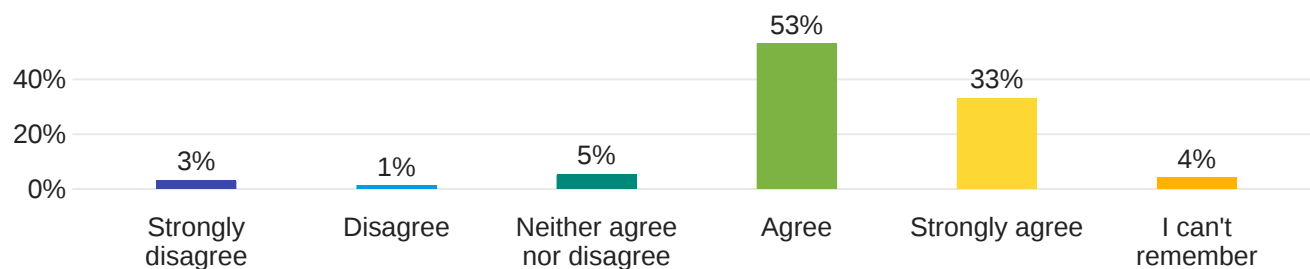
The nutrition educator helped me to come up with an idea to try with myself or my family.

2489 Responses



I learned something that I am currently using or doing.

2489 Responses





## Section 7. Lifestyle Behaviors (SNAP-Ed).

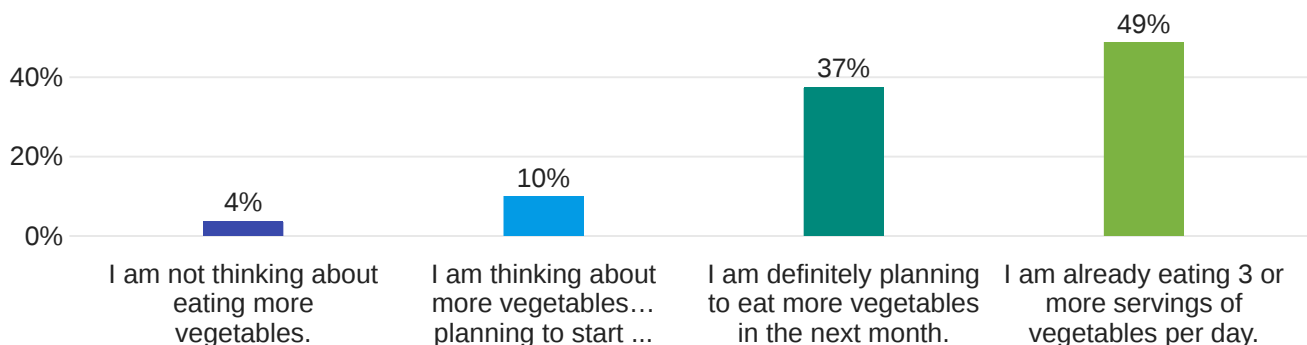
We would like to learn a little about your preferences for certain health and physical activity behaviors.

### Key Points

- 49 percent of WIC participants reported they are currently eating 3 or more servings of vegetables a day.
- 38 percent feel very confident they could change or maintain their eating patterns to consume 3 or more servings of whole grains a day.
- 52 percent stated that being physically active on a regular basis is easy or very easy, and 40 percent of families stated they are already active with their child or family every day.
- Participants most frequently selected they were planning to be active 3 days that week (31 percent) and an additional 45 percent were planning to be active 4 days (16 percent), 5 days (15 percent), and 6 more more (14 percent) days that week.

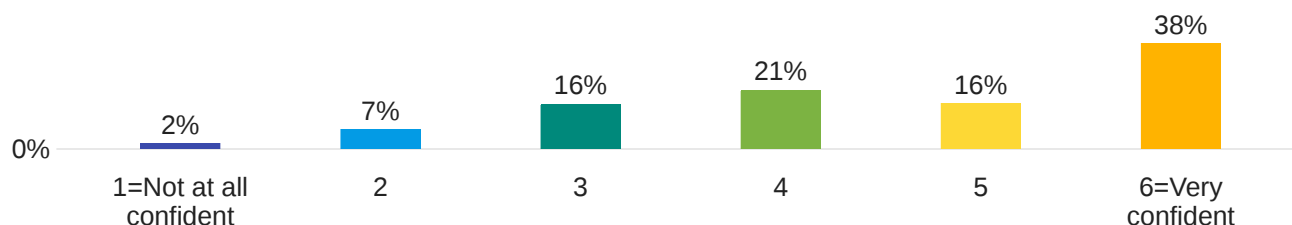
Please mark the answer that is currently true for you.

4951 Responses



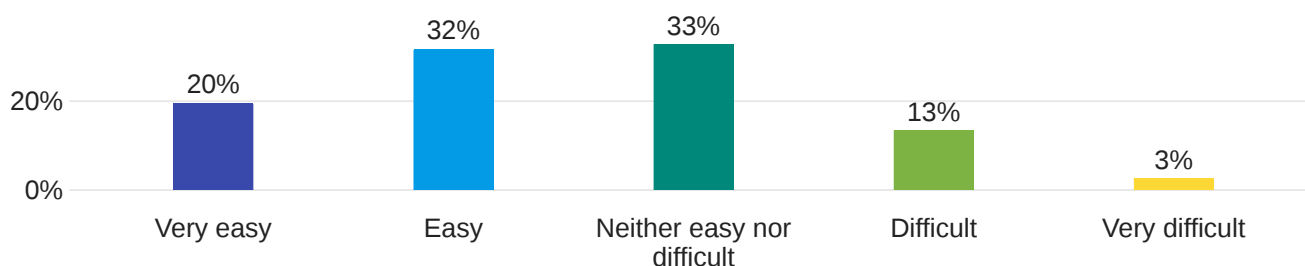
How confident are you that you could change or maintain your eating patterns so that you could eat at least three servings per day of whole grains (e.g., whole grain bread, whole grain cereals like Cheerios)?

4951 Responses



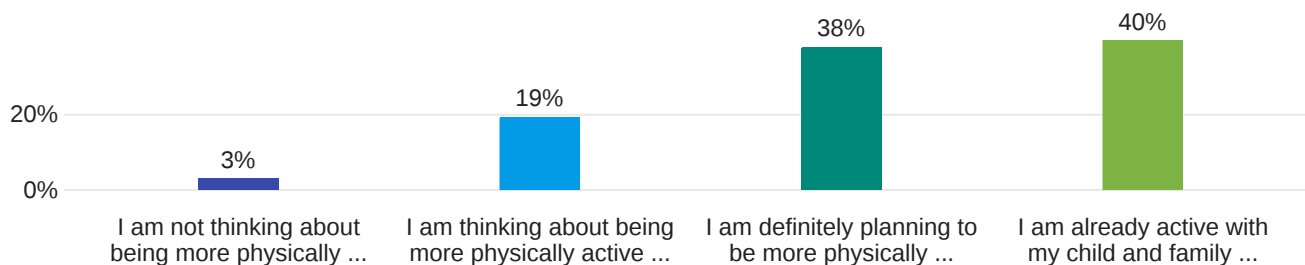
For me to be physically active on a regular basis is:

4951 Responses



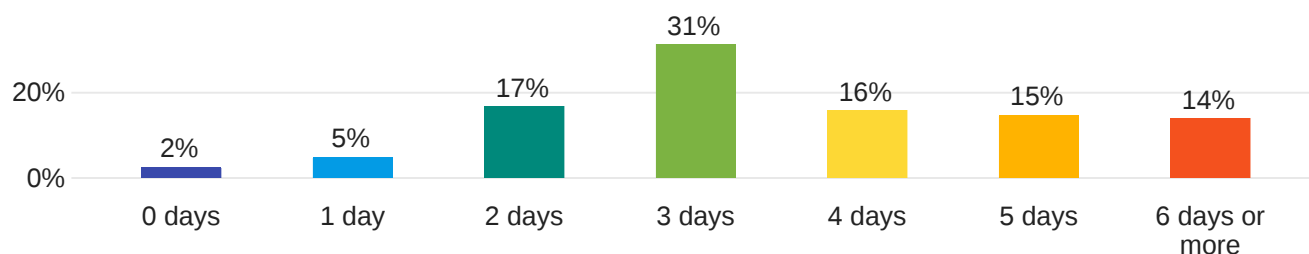
Please mark the answer that is currently true for you.

4951 Responses



During the next week, how many days do you plan to be physically active or play a sport with your family?

4951 Responses

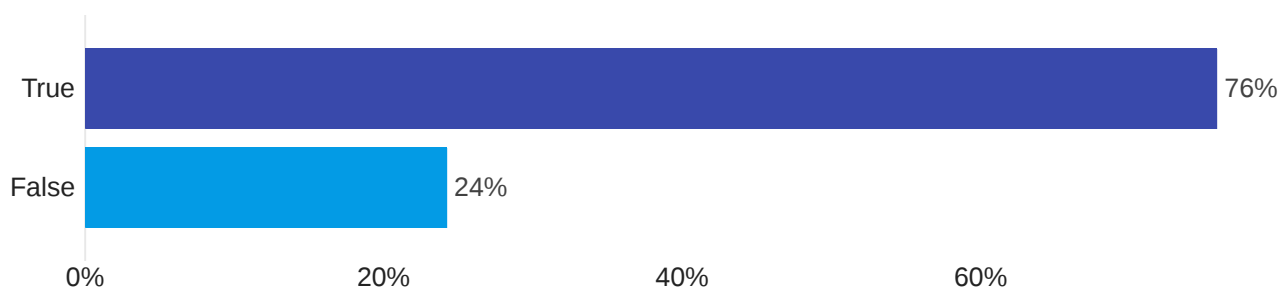


**Please mark whether the statements are true or false for you:**

**Key Points:** The majority of participants selected "true" for the health behaviors surveyed.

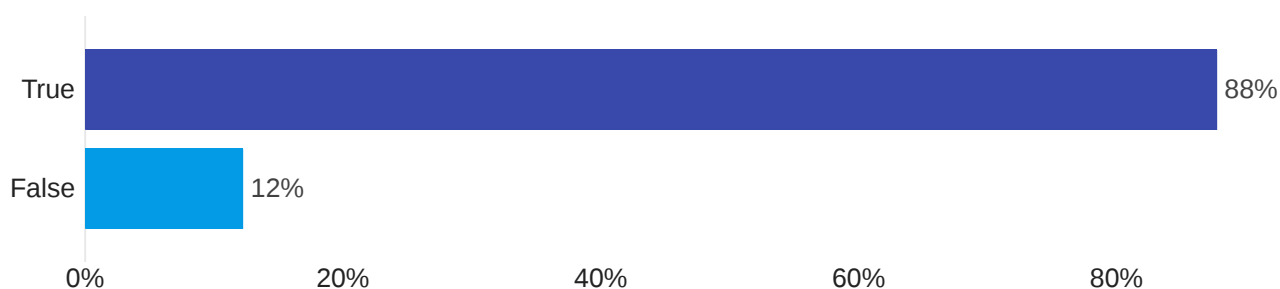
I eat vegetables more than once per day.

4951 Responses



I eat fruits and vegetables most days of the week.

4951 Responses



I use the “nutrition facts” on food labels when choosing foods.

4951 Responses



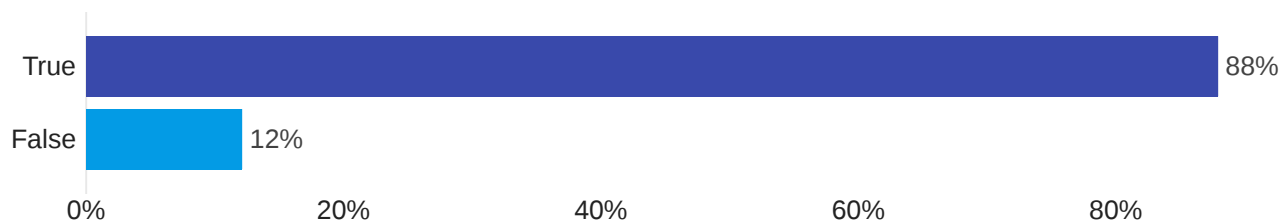
I exercise for at least 30 minutes most days of the week.

4951 Responses



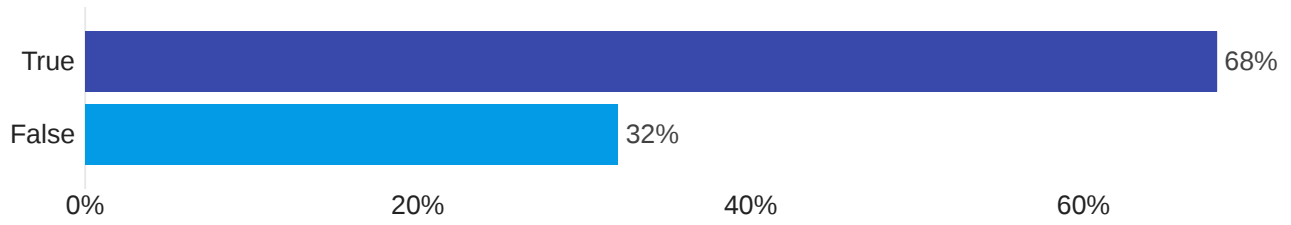
All or most of my family eats meals together three or more times per week.

4951 Responses



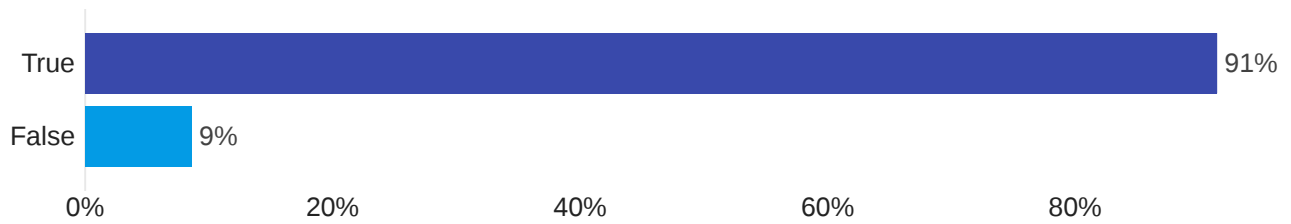
I consider myself in good physical health.

4951 Responses



I consider myself in good mental health.

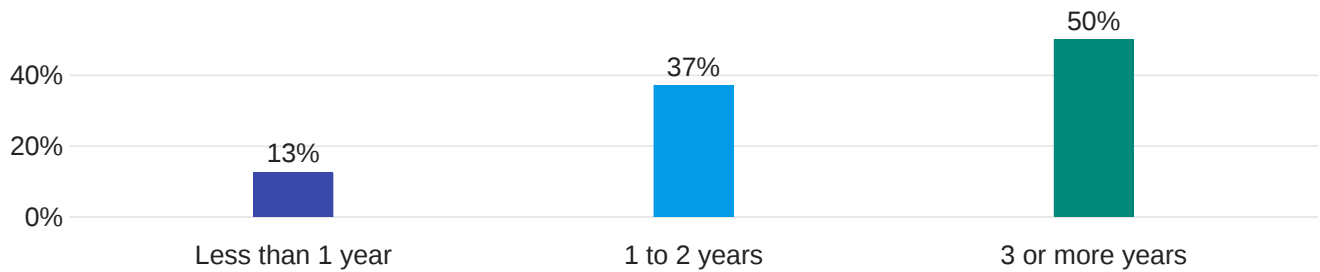
4951 Responses



## Section 8. Demographics

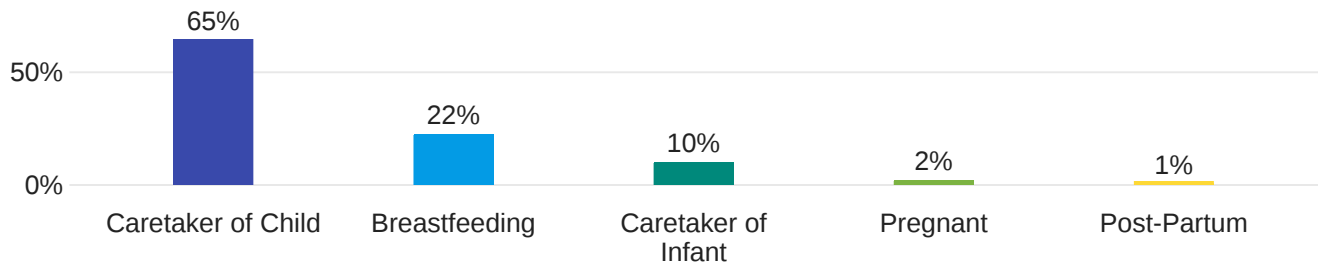
During the past 5 years I have participated in WIC:

4951 Responses



WIC Category

4950 Responses



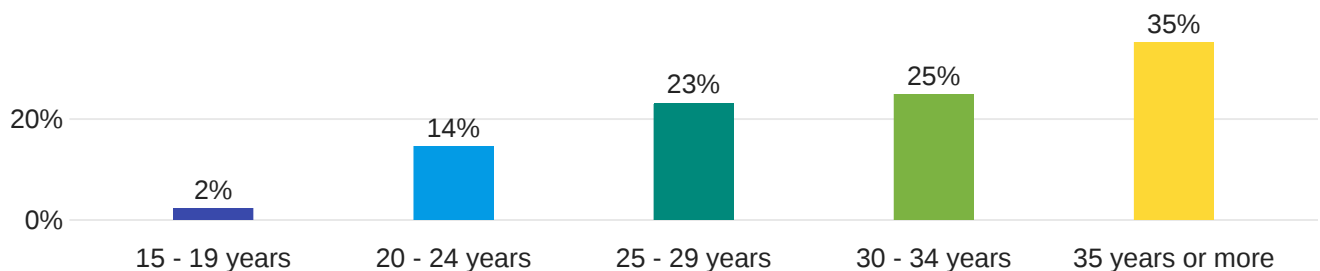
Age (min, max, mean and median)

4950 Responses

Field	Min	Max	Mean	Responses
Endorser_WICAgeInYears	0.00	74.00	32.18	4953

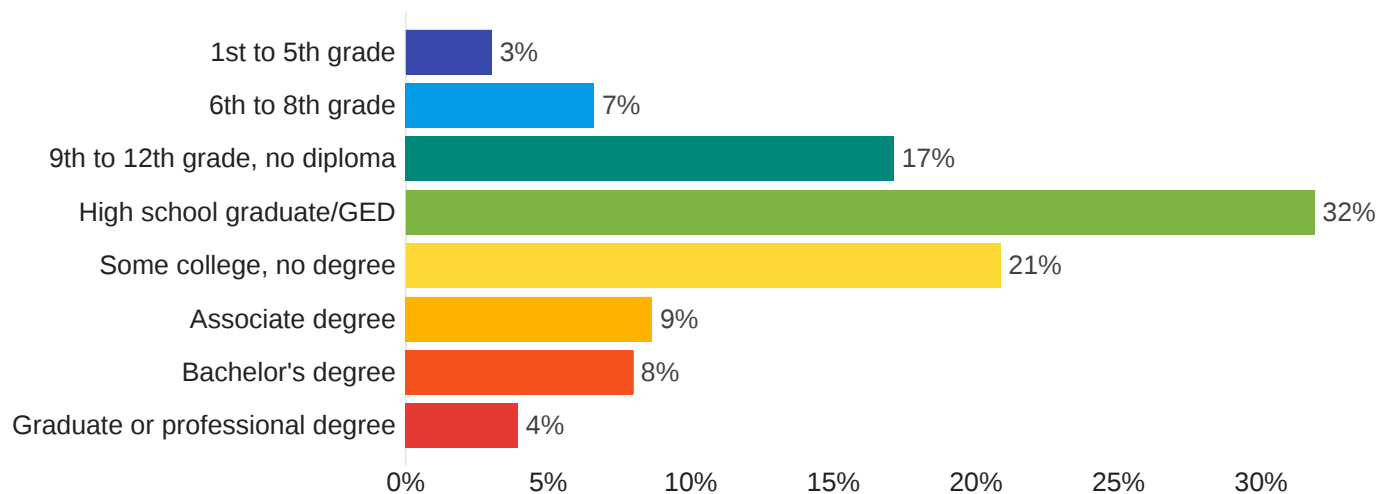
Age Category

4950 Responses



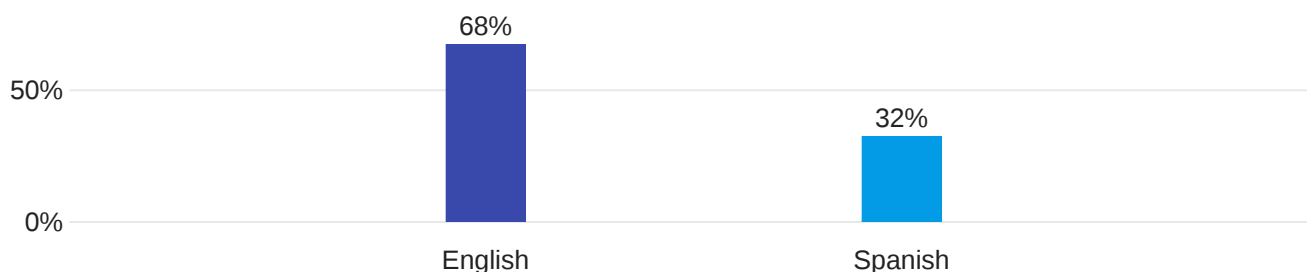
## Education Level

4266 Responses



## Language (English or Spanish only)

4951 Responses

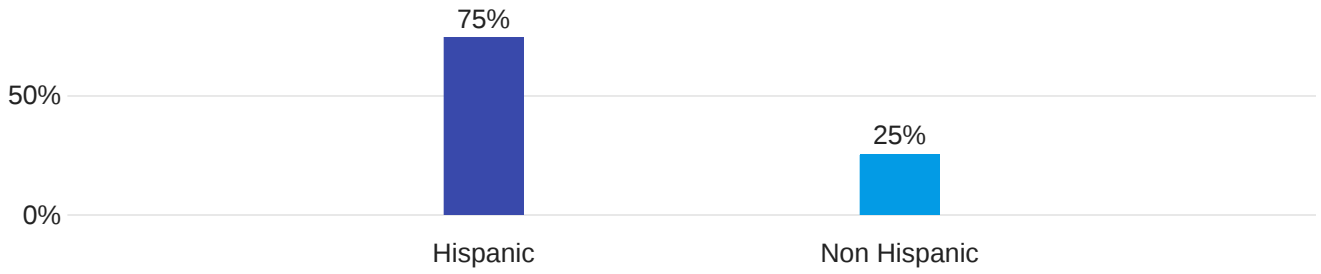


**To view the complete list of languages spoken by local agency, go to Egnyte:**

[https://txwic.egnyte.com/fl/u0EtDCxrEX/2022\\_Nutrition\\_Education\\_Participant\\_Survey\\_Report\\_s\\_for\\_Local\\_Agencies\\_](https://txwic.egnyte.com/fl/u0EtDCxrEX/2022_Nutrition_Education_Participant_Survey_Report_s_for_Local_Agencies_)

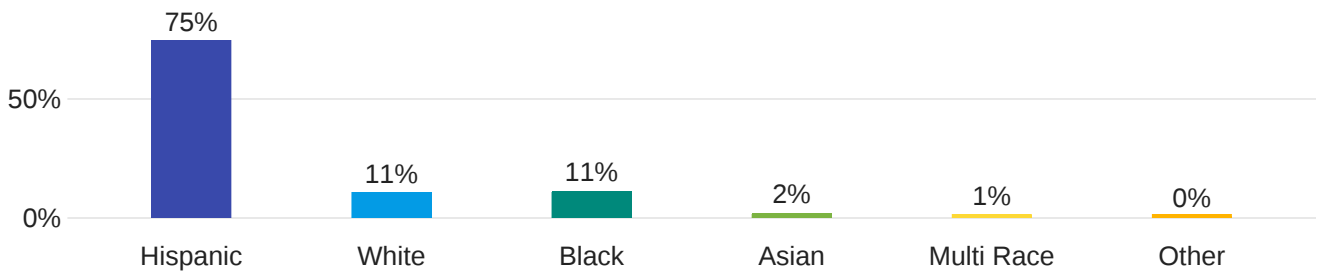
## Ethnicity

4950 Responses



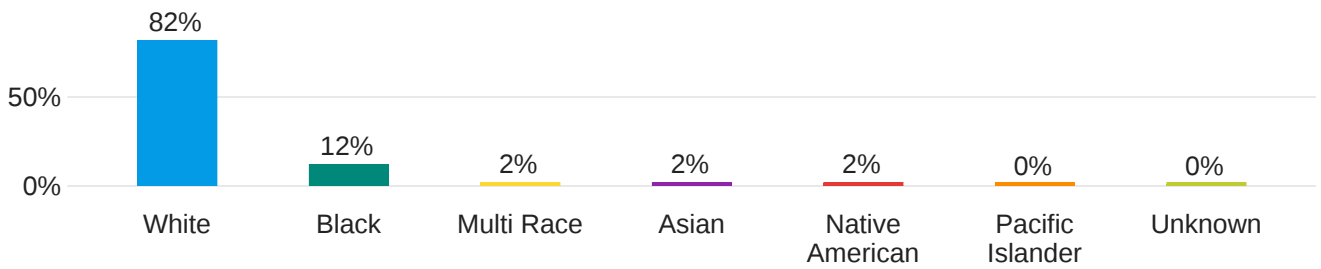
## Race Reported

4950 Responses



## Actual Race

4950 Responses

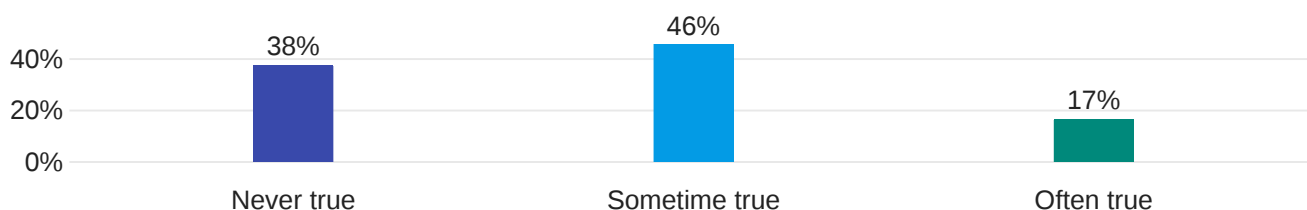




**Food Secure:** Any respondent who marked “never” to **both** statements are categorized as food secure = yes. Those respondents who marked “sometimes true” or “often true” to either the first **or** the second statement were categorized as food insecure, or food secure = no.

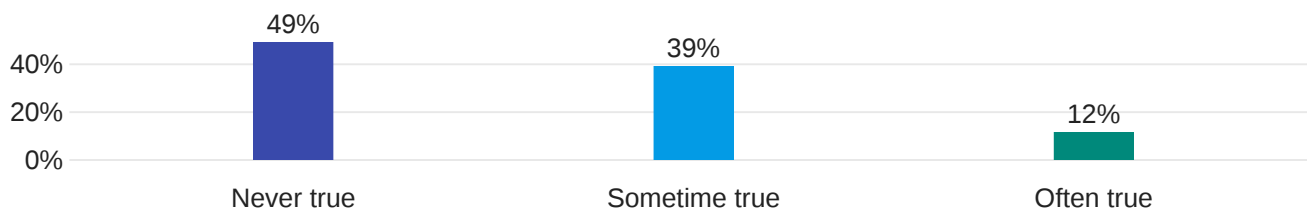
Within the past 30 days we were worried whether our food would run out before we got money to buy more.

4938 Responses



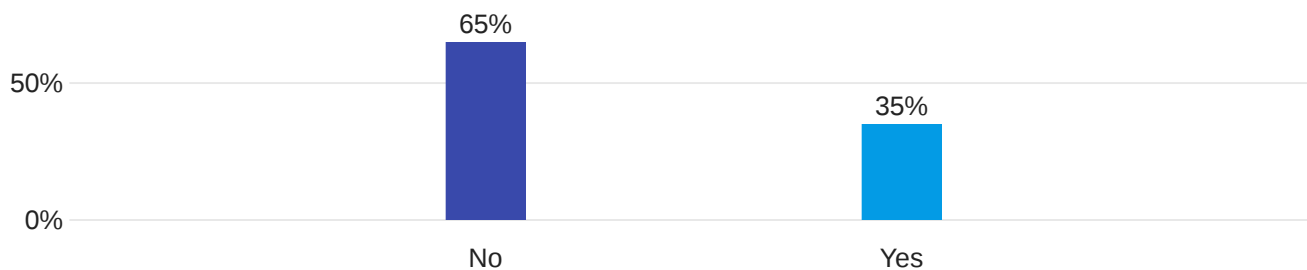
Within the past 30 days the food we bought just didn't last and we didn't have money to get more.

4934 Responses



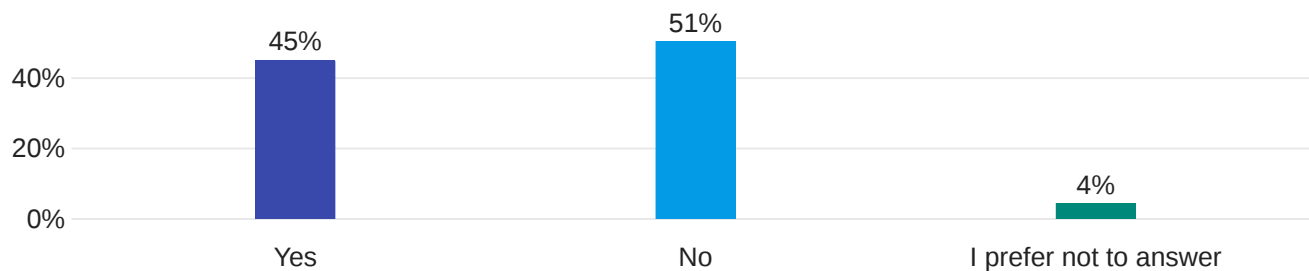
## Food Secure

4933 Responses



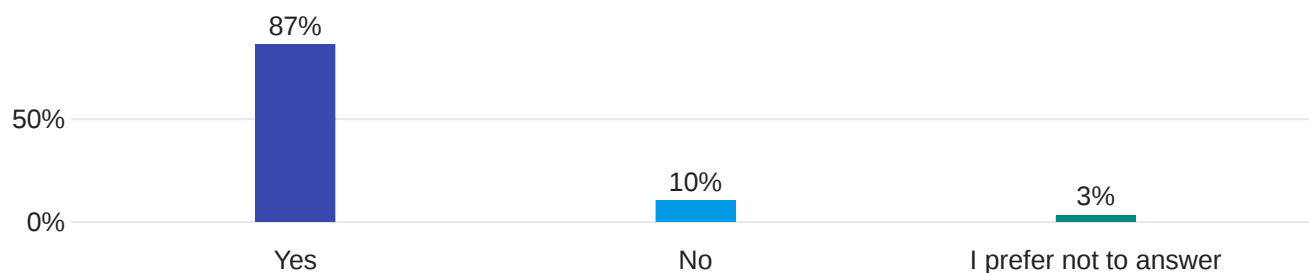
### Participate in SNAP (Food Stamps)

4951 Responses



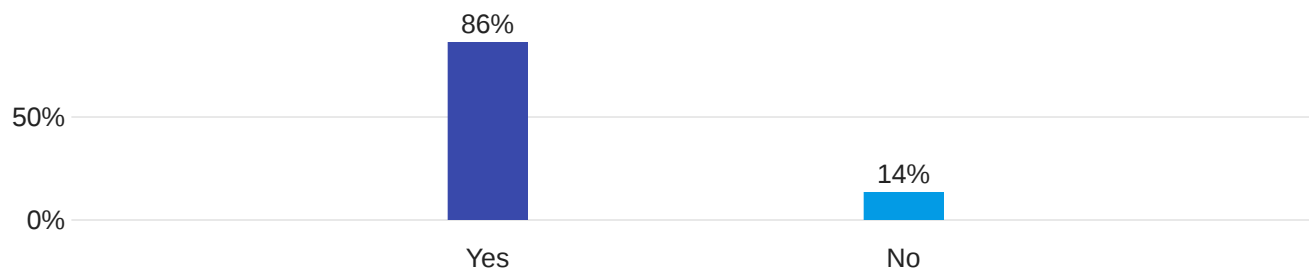
### Participate in Medicaid

4951 Responses



### Live in an area within 20 miles of a grocery store (not a convenience store)

4951 Responses



Please use this box to tell us anything else you would like to say about WIC

[illegible]

## Potential Opportunities

Texas WIC has since made it easier than ever to get a variety of nutrition information virtually, and three quarters of WIC participants utilized the client-facing website TexasWIC.org to receive nutrition education credits in the last 12 months.

Ninety nine percent of WIC respondents stated that nutrition information was "very important" or "somewhat important" to them. Local agency staff have a unique opportunity to market the variety of NE options available, and to provide an assortment of applicable topics and resources that might interest their participants. One-one-one counseling should be happening at every certification visit (remotely if the situation necessitates) to truly provide the full value of nutrition education at WIC.

While the resources and virtual content for WIC clients has grown, and remains extremely relevant, the need for in person education has not gone away. One in four WIC participants stated they would like to receive their nutrition education in their WIC clinic, and 92 percent indicated the support received from WIC staff was very important to them. Agencies have the liberty to innovate and provide classes out among their community in the form of "mommy-and-me" classes, story-time and even physical activity classes with their children. In addition, the traditional gardening classes and cooking demonstrations continue to be of interest to WIC participants.

WIC remains dedicated to connecting with participants via social media. The digital media presence is necessary to spread word about the program benefits along with nutrition information for our participants. Local agencies have an opportunity to engage more frequently and make WIC easier for participants with a website or social media venue (e.g. Facebook, Instagram, YouTube, etc). This also helps WIC stay relevant to the population served.

Although not assessed in this survey, research suggests shopping for WIC foods can be challenging, and food benefits remain the primary reason WIC participants come to the program. The increase in cash value benefits for fruits and vegetables comes with the perfect opportunity to teach WIC participants how to prepare and use them. WIC staff can help our participants shop for their WIC foods by promoting any or all of these resources to every new client that is issued benefits: live and on-demand classes for shopping for WIC foods, the *myTexasWIC* shopping app, the shopping guides and the WIC foods and recipes page on TexasWIC.org.