

***Question:*** How far in advance would you like to be reminded of an appointment?

1. 1 day before your appointment
2. 2-3 days before your appointment (52% of those surveyed)
3. 4-5 days before your appointment
4. Other

***Question***: What is your preferred method of contact for appointment reminders?

1. Text (89% of those surveyed)
2. Email
3. Phone call
4. Other

**Question**: Do you use any nutrition-related or parenting app, or shopping apps?

1. No (88% of those surveyed)
2. Yes; If so, what did you like or not like about it

***Question***: NM WIC is trying to use better technology. We will have a lot more options regarding our services. Which of the following would benefit you as a WIC participant? (select up to THREE options)

1. Getting your appointment done at a grocery store, farmer’s market, or community event.
2. Scheduling your appointment online.
3. Completing paperwork online so your appointment is shorter. (46% of those surveyed)
4. More online options for completing Nutrition Education classes.
5. Receiving text messages with Health/Nutrition tips. (54% of those surveyed)
6. Receiving text messages with Nursing tips.
7. Other

***Question***: Using your WIC EBT card has made… (please select all that apply)

1. your shopping experience easier (64% of those surveyed)
2. finding more food options easier
3. shopping for WIC food faster
4. your shopping experience more difficult/or slower; If so, why?

***Question***: What was the most challenging aspect of shopping with WIC? (select up to TWO options)

1. Finding WIC approved foods at the store. (64% of those surveyed)
2. Getting to a grocery store near you.
3. Problems when checking out at the grocery store.
4. Knowing your food balance on your WIC EBT card. (38% of those surveyed)
5. Other

***Question***: What improvements would be helpful for you when shopping with WIC? (Select up to two options)

1. Seeing more ‘WIC Approved’ stickers at the store. (84% of those surveyed)
2. Order your WIC food online and picking up your order at the store.
3. Viewing and keeping track of your benefits on a phone App. (56% of those surveyed)
4. Getting your WIC appointment completed at the grocery store or a community event.
5. Other

***Question***: What things do you think the WIC program could do to help people in your community learn more about the program? (Select all that apply, and give a short answer at the end)

1. Perform Nutrition education and food demonstrations at events in your community.
2. Post flyers at popular venues/areas in your community. (57% of those surveyed)
3. Have a user-friendly website. (47% of those surveyed)
4. What is one thing WIC can do to reach people in your community?

***Question***: What would keep people in your community from participating in the WIC program? (select all that apply)

1. People in your community want WIC but don’t know they are eligible. (70% of those surveyed)
2. Appointments take up too much time.
3. Fear or concern about government programs. (39% of those surveyed)
4. Limited food options. If selected, which foods would you like added to the WIC program?
5. WIC clinic is too far.
6. Other

***Question***: What would make the WIC program more appealing to people in your community? (select all that apply)

1. If WIC used more interactive technology, such as: Apps, texting, and emailing. (68% of those surveyed)
2. If WIC was more active in your community. If selected, do you have any suggestions?
3. An improved website.
4. Other

***Question***: What other services would be helpful for you as a WIC participant? (Select your top TWO choices).

1. Being certified right at the grocery store or a community event.
2. More advanced lactation/nursing support.
3. Referrals to Income Support programs.
4. An option to receive Nutrition education or lactation/nursing tips via text message.
5. More options to complete your Nutrition classes online.
6. Being able to schedule your appointments online. (34% of those surveyed)
7. Having an interactive WIC app that allows you to view your benefits. (44% of those surveyed)
8. Other

