



Fieldnotes

Listen, Then Develop: Lessons from the Field
About What Participants Want

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Let's do a poll

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Needs Assessment Methods



- Review literature and current statistics
- Go out into the field to LISTEN and OBSERVE



Fieldnotes

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Methods



Fieldnotes

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Key Projects



- Table Talk, Illinois and Michigan WIC, Western Michigan University
- Western Region WIC Technology Needs Assessment
- Arizona WIC Attitudes, Beliefs & Barriers Study



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Example 1

Table Talk Text Message System

Western Michigan University
Illinois WIC & Michigan WIC

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Table Talk



Objectives:

- Are participants interested in participating in a 12-week text message program?
- How many messages should they be sent a week?
- What topics do participants want to help them increase fruit and vegetable consumption?
- What should the message voice be (formal vs informal)?

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Table Talk



• Methods

- Focus Groups
- Intercept interviews in clinics to test messages

Fieldnotes



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Table Talk



- Key Results

- 3 messages per week
- Avoid abbreviations (B4, L8R, 4U, GR8, LOL)
- Participants wanted on-demand, tailored information
- Key topics:
 - Recipes
 - Grocery list
 - Storage tips
 - Shopping tips



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Table Talk



- Project Evaluation

- WMU has a publication in progress to disseminate results



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Example 2

Technology Needs Assessment

Western Region WIC
USDA, WMU, Altarum Institute

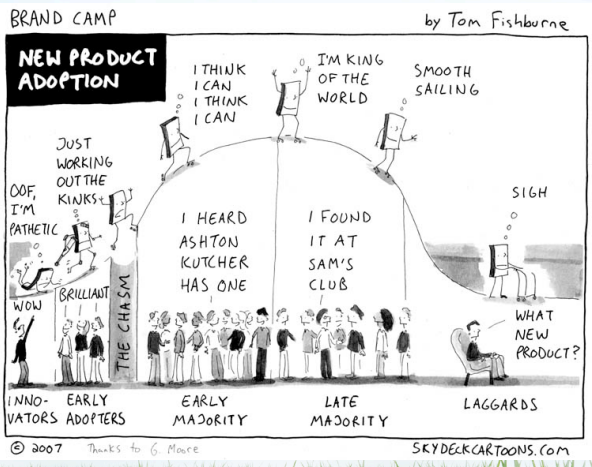
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WR: Key Research Questions



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Diffusion of Innovation Theory



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WR: Methods



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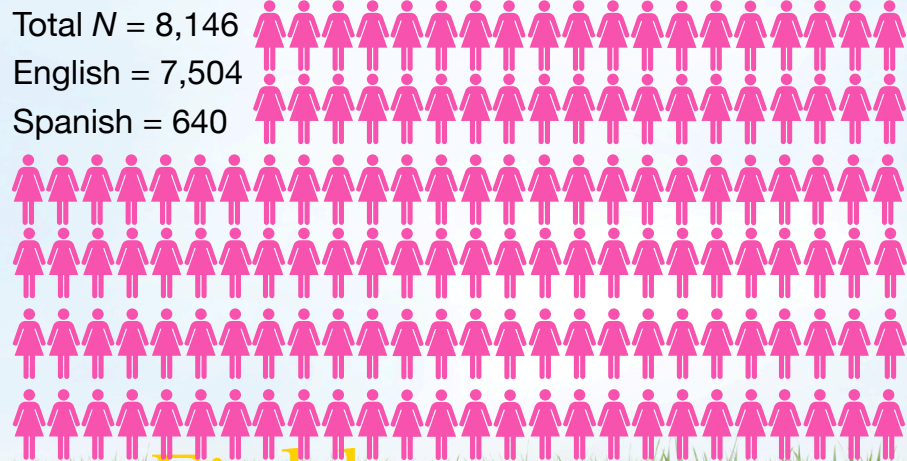
Focus Group Sites



| | |
|--------------------------|---|
| Early adopters | California |
| Online | Guam Alaska |
| General WIC participants | Hawaii Washington Oregon Arizona ITCA |
| Future WIC families | Arizona |

Fieldnotes

Online Survey Respondents



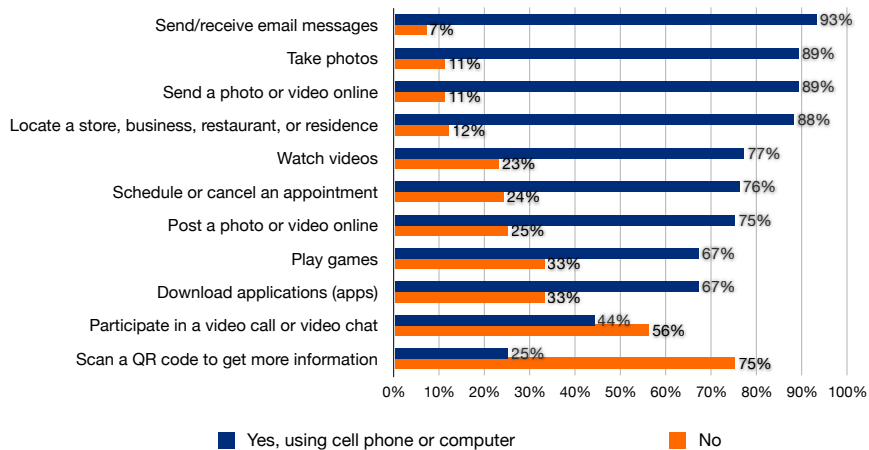
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What current technologies are WIC participants using?

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Participants are Very Familiar with Technology

Percent of Respondents Who Perform Various Technology Tasks (n=8,144)



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Key Technologies



93%

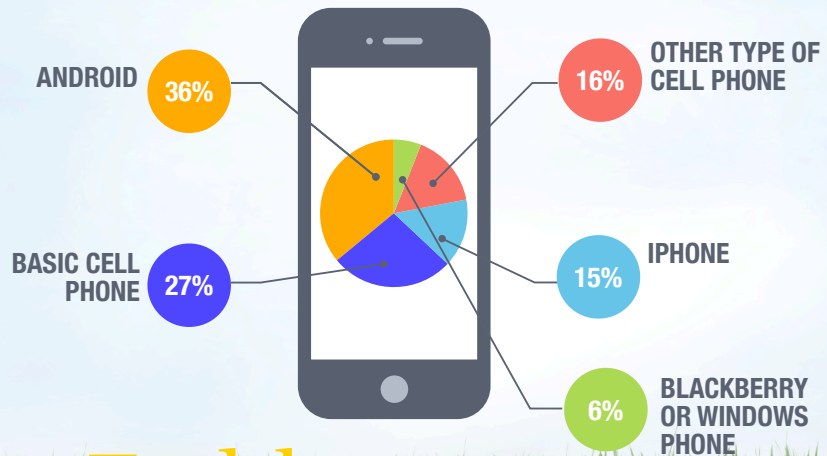


86%



80%

Type of Cell Phone Owned



Fieldnotes

Facebook



Liked/commented on a Group/Business Page

74%

59%

Login Daily

48%

Joined a Group

31%

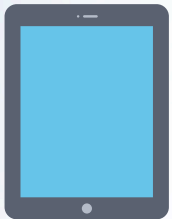
Joined a Group Chat

Fieldnotes



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Apps



67% downloaded apps

"I use a meal planning app that allows me to keep my grocery list"

"My girlfriend has one where every week it sent her a new wallpaper of what the baby looks like right now and every week, it will send her a text of like what to expect this week."

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Not Everyone is Online



"With my phone you can just give me text message, I'll be alright. You give me one of those phones and I'm not sure I'll know what to do."

"About using the technology I am really behind. I don't know almost anything. I barely know how to use the cell phone."



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Surprising Trends



- Many have a smartphone
- Using Facebook for business purposes
- Unlimited text plans

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What are the situations and preferred technologies that participants would like to interact with WIC?

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Grocery Store Experience



1. WIC EBT Card Balance online (82%)
2. Online WIC authorized food shopping guide (73%)
3. UPC Scanning app to check if food is authorized (71%)
4. Online authorized store locator (62%)

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Clinic Communication



1. Appointment reminders via text message (67%)
2. Appointment reminders via email (57%)
3. Schedule appointments online (64%)

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NE / BF Education



- Access videos and recipes online (63%)
- Online nutrition education (59%)
- Nutrition ed via text or email (59%)
- Text questions to a NE/BF counselor (51%)
- Video chat with a nutritionist (43%)
- Video chat with a breastfeeding educator (33% overall, 45% among BF moms)

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Social Support



- Participants want to connect with each other (57%)



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What about using Facebook?



Mixed response from participants

- + on outreach
- + for updates on health and nutrition info
- people might know they are on WIC



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Mock Ups



WICconnect.....

Welcome to **WICconnect** for
Future WIC Family Outreach

> login / signup

WHAT IS WIC? **WIC INCOME ELIGIBILITY**

SCHEDULE APPOINTMENT **WIC AGENCY LOCATOR**

SEARCH

WICconnect.....

[< BACK](#) | [HOME](#) | [SIGN OUT](#)

Schedule an **APPOINTMENT**

STEP ONE - FILL OUT REQUIRED FIELDS

Name

Address

City / State / Zip

Email

Phone Number

Last Four Digits of Your Social Security #

Medi-Cal #

Drivers License #

PROCEED TO STEP TWO ▶

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How are States Using this Data?



- All states - strategic planning
- CA
 - increasing texting capabilities
 - planning for app
- Oregon
 - e-WIC planning
 - JPMA free app
- Arizona
 - mobile friendly website
 - skype
 - food package app



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Want More WR ET Info?



Full report and appendices are available online

– <http://www.cdph.ca.gov/programs/wicworks/Pages/ReachingtheMillennialGenerationOnline.aspx>

– Reports:

- USDA (Survey and qualitative report)
- Appendix A (Survey report)
- Appendix B (Focus group report)
- Appendix C (WIC-eligible report)
- Appendix D (State level reports)

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Example 3

Attitude, Beliefs, & Barriers Study

Arizona WIC

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Arizona WIC Study



- Key Research Questions:

- Why don't WIC eligible women enroll in WIC?
- Why do some WIC participants discontinue or lapse their enrollment in WIC?



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Arizona WIC Study



- Methods:

- Qualitative
 - Online Focus Groups
 - Individual interviews
- Quantitative survey



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Arizona WIC Study

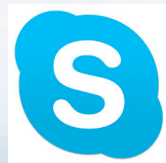


- Results
 - Ongoing
 - Based on qualitative, technology use is similar to what participants discussed in the WR project 2 years ago.



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New Trends



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Tight Budget?



- Tight budgets make the needs assessment process vital
- Cost cutting strategies
 - Leverage previous research
 - Utilize participants in clinic

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Before you leap!



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Look



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Listen



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Special Thanks



- Table Talk
 - Western Michigan University (Bob Bensley and Jason Rivas)
 - Illinois WIC (Stephanie Bess)
 - Michigan WIC (Stan Bien)
- Western Region WIC Programs
 - California project coordinators -Barbara Longo and Claudia Desmangles
 - Inter-tribal Council of Arizona (Brandy Warwick-Their)
 - Arizona (Carrie Pfab)
 - Hawaii (Melanie Murakami and Lorilyn Salamanca)
 - Washington (Cathy Franklin, Heidi Helsley, Jonathan Philbrook, and Robert Hunter)
 - Navajo Nation (La Rue Medina)
 - Idaho (Cristi Litzsinger, Scott Theener, and Emily Waddopus)
 - Alaska (Dana Kent, Kathleen Wayne, Fatima Hoger, Elaine Nisonger)
 - Nevada (George McNeil, Kay Klyumpyan, Michelle Walker, Sonnt Chakmakian)
 - Commonwealth of Northern Mariana Islands (Erin Angela Camacho)
 - Oregon (Sara Sloan)
 - USDA (Lissa Ong)
 - Guam (Stephen Weiss)
 - Partners
 - Western Michigan University (Bob Bensley, Jason Rivas, and Becky Rivas)
 - Altarum Institute (Diane Phillips, Loren Bell and Linnea Sallack)
- Arizona WIC (Sharon Sass)
 - Partners: Pam McCarthy

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