

What Do Moms and Physicians Say about Nutrition, Breastfeeding, and WIC?

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Survey Project Acknowledgements

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- NWA worked with Nielsen Consumer Insights on this survey project; this presentation is adapted from their report of findings
- The Go-to WIC Task Force members contributed to the development of the survey tool



Survey Purpose

- What nutrition and breastfeeding support services do moms and prospective moms want?
- What do moms, prospective moms, and physicians think about WIC?
- Are non-WIC moms interested in WIC-like services?



Context: A Project of the Go-to WIC Exploration

With the goal of...

- Building a more appealing WIC in the present
- Extending WIC-quality nutrition education and breastfeeding services to more U.S. mothers and young children and expanding service offerings through non-WIC funding streams in the future



Highlights from Mom and Prospective Mom Survey Results



Methodology

- Market survey research
- Surveys were completed February 9th – March 2nd, 2015

MOTHERS

- 1,069 surveyed
- Age 18 – 40
- Mother of a child age 4 or younger
- Lives in the US

PROSPECTIVE MOTHERS

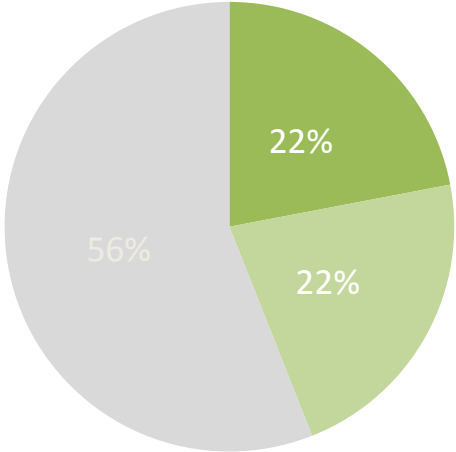
- 502 surveyed
- Age 18 – 40
- No children in household OR Not the parent or guardian of the children in their household
- Pregnant or planning to become pregnant within 2 years
- Lives in the US



Half of moms **are** or **have been** participants in WIC.

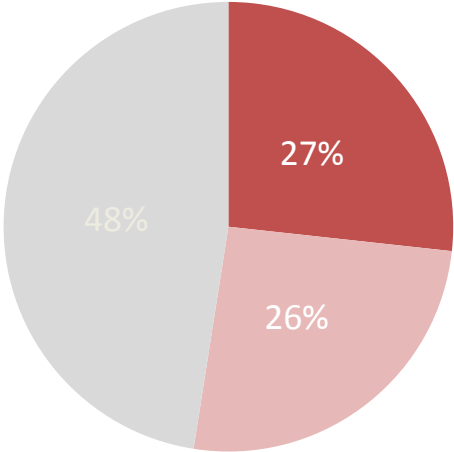
Half (52%) of mothers are **current (27%)** or **former (26%)** WIC participants. Not surprisingly, far **fewer prospective mothers are (6%)** or **have been (5%)** participants in **WIC**.

- Yes, currently
- Yes, I have been in the past
- No



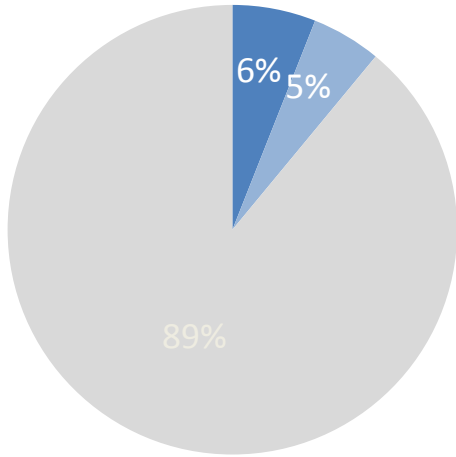
TOTAL

- Yes, currently
- Yes, I have been in the past
- No



MOMS

- Yes, currently
- Yes, I have been in the past
- No



PROSPECTIVE MOMS

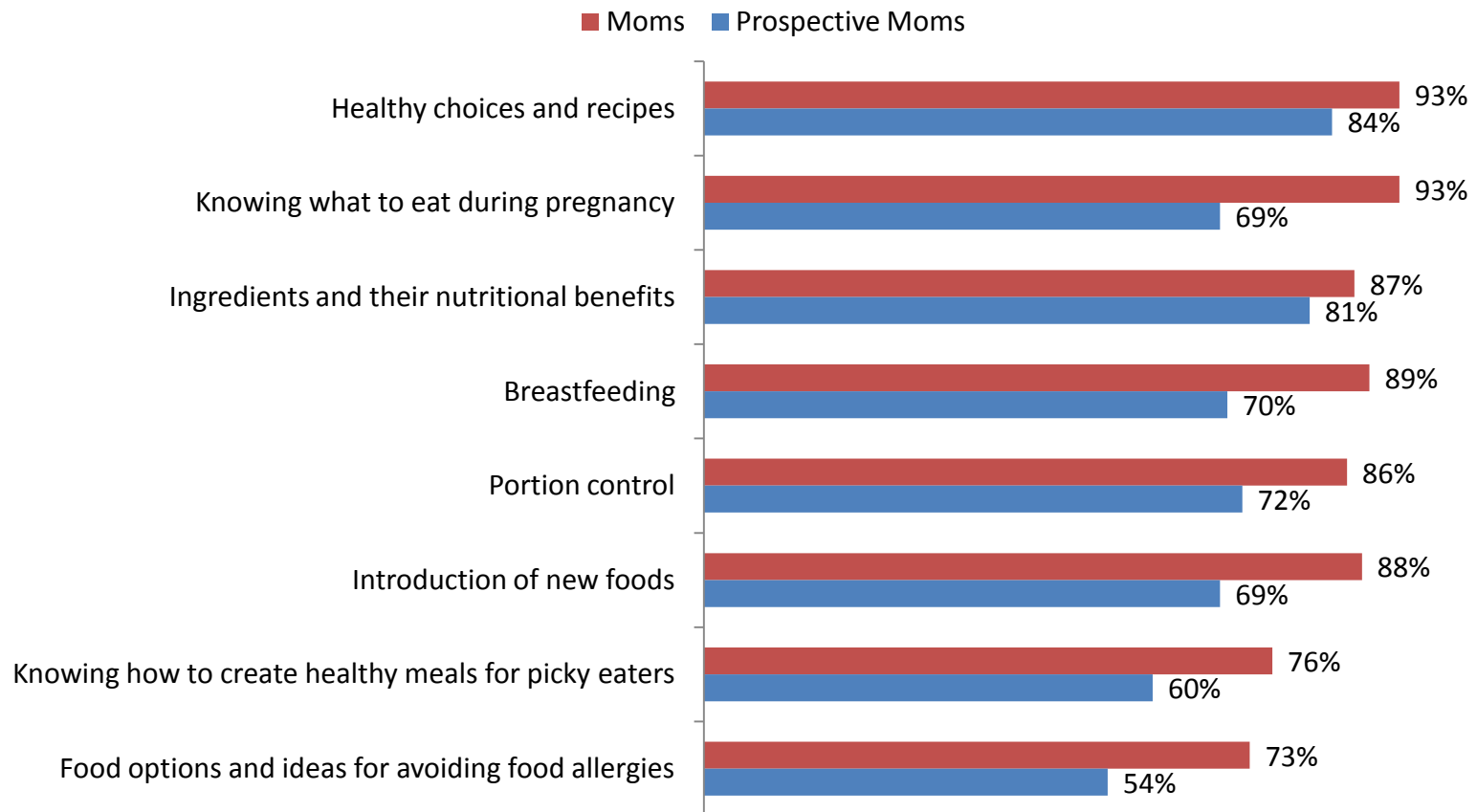


Many moms **consider** various nutrition topics a *lot* when planning their child's meals, but **fewer** report they are **well informed** on the subjects.

CONSIDER A LOT WHEN MEAL PLANNING			CONSIDER THEMSELVES WELL INFORMED ON THE TOPIC
Including fruits & vegetables at every meal	58%	vs.	43% Healthy choices and recipes
Feeding their child foods they know they will eat	45%	vs.	32% Knowing how to create healthy meals for picky eaters
Quality of ingredients in the food they serve their child	48%	vs.	39% Ingredients and their nutritional benefits

On many topics, **prospective moms** feel **less informed** than current moms

% INDICATED SOMEWHAT OR WELL INFORMED ON TOPIC



Top 3 Go-to Sources for Infant and Child Nutrition Information

SOURCES FOR INFORMATION ON:

	INFANT NUTRITION		CHILD NUTRITION	
	Moms	Prospective Moms	Moms	Prospective Moms
My child's pediatrician	50% (37%)	69% (36%)	48% (34%)	71% (35%)
The internet	40% (20%)	65% (12%)	40% (22%)	67% (12%)
My family	31% (11%)	61% (14%)	34% (12%)	58% (15%)



WIC participants are more likely
to receive or seek out
information from an **OB/GYN**, a
Nutritionist or **Dietitian**, a
Lactation Consultant, a
Breastfeeding Peer Counselor,
Peers in a support group or
class, and the **library** compared
to non-participants surveyed.



Mom **WIC participants** are **more likely** to say they are **well-informed** on various nutritional topics than those who have never participated in the program!



However, many moms and prospective moms are still **confused yet eager to learn more**

MOMS	PERCENT AGREE WITH STATEMENT	PROSPECTIVE MOMS
22%	I'm confused about infant and child nutrition information.	N/A
N/A	I'm confused about pregnancy nutrition information.	47%
57%	I would like to know more about infant and child nutrition, including breastfeeding.	87%
49%	I wish I had more resources and/or information about breastfeeding.	64%



Most believe that breastfeeding is best for babies

MOMS

Strongly agree Somewhat agree

68%

22%

91%

PROSPECTIVE MOMS

Somewhat agree Strongly agree

30%

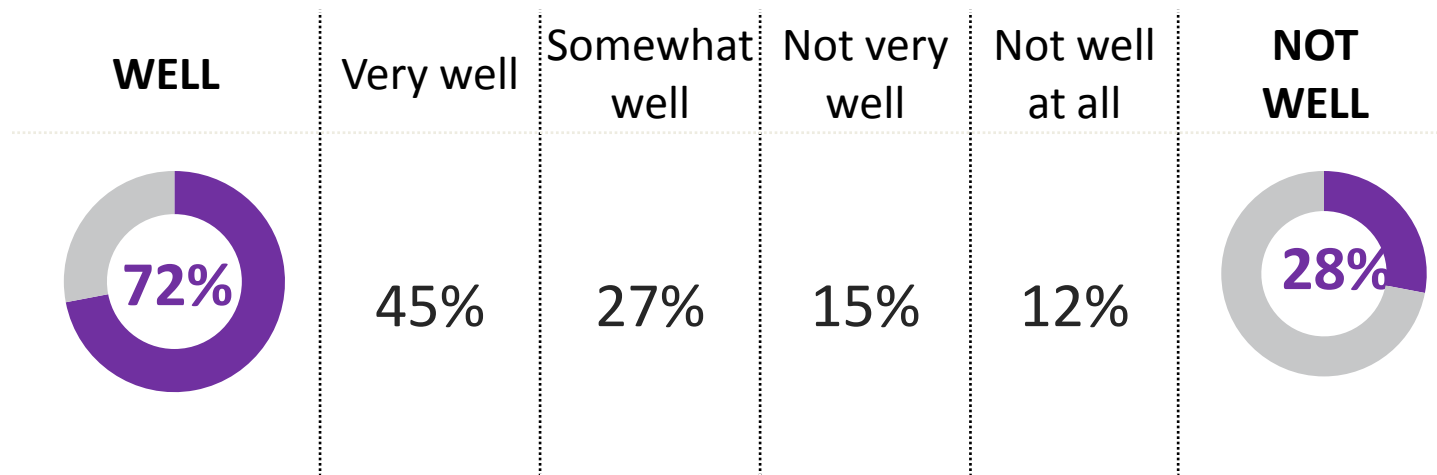
64%

94%



3 in 10 moms are not meeting their breastfeeding goals

SUCCESS IN MEETING THEIR BREASTFEEDING GOALS



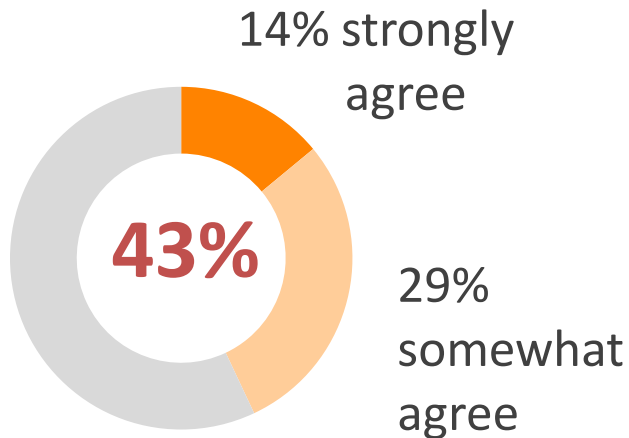
42% of moms were not able to breastfeed as long as they wanted to



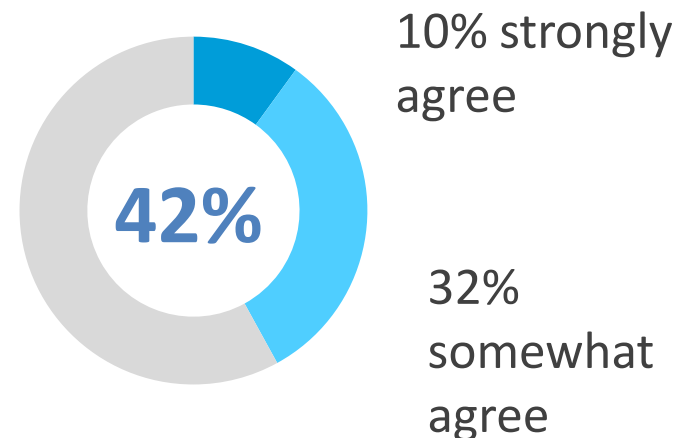
4 in 10 feel that it is hard to find breastfeeding support

I feel that it is hard to find breastfeeding support, someone to answer my questions and to help me troubleshoot challenges.

MOMS

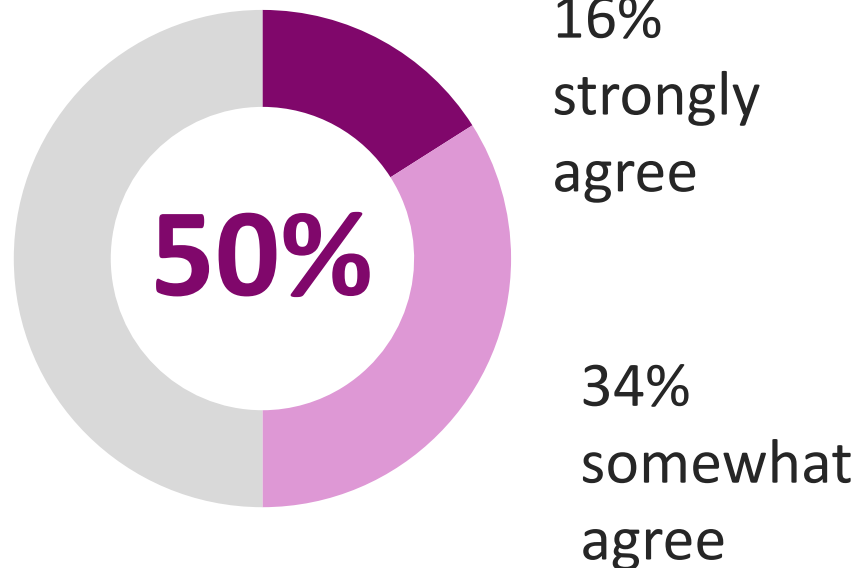


PROSPECTIVE MOMS

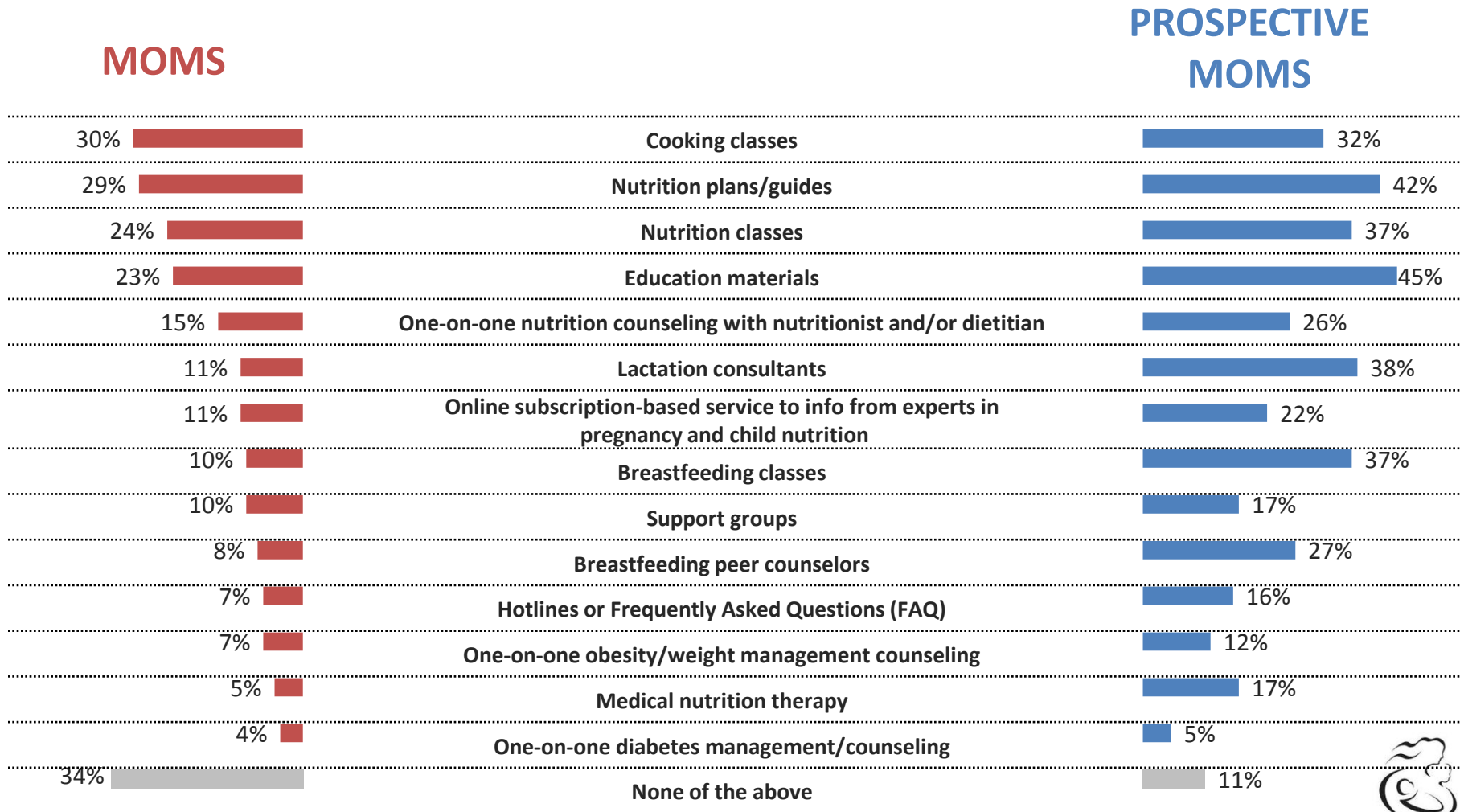


Half are looking to talk to someone

*Sometimes I wish I had someone to talk to about breastfeeding/
When I was breastfeeding, sometimes I wished I had someone to talk to about it.*



More prospective moms are interested in services, but some moms are still interested



Cooking classes, nutrition plans/guides, nutrition classes and education materials are of high interest to **both** moms and prospective moms.



And, moms specifically indicated that they want more resources about cooking at home.



65%

of moms want to be **cooking more meals at home**



53%

of moms wish they had **more resources and/or information** about cooking at home



Unaided, **25% of moms** named WIC as a program or organization about breastfeeding, infant and child nutrition.

Fewer **prospective moms** report unaided **awareness of WIC**, just **8%**.



From a list of public health and nutrition programs and organizations, **WIC is the second most recognized** after the American Heart Association

	Total	Mothers	Prospective Mothers
American Heart Association	65%	62%	78%
WIC	59%	61%	53%
Centers for Disease Control and Prevention (CDC)	59%	57%	69%

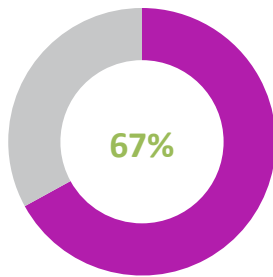


9 in 10 of those that have heard
of WIC **favor WIC!**

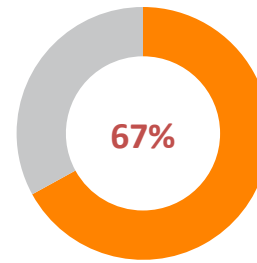


67% are interested in receiving WIC-like services

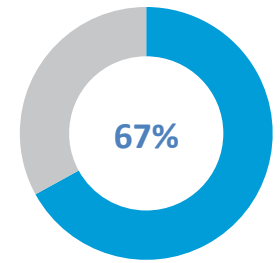
TOTAL



MOMS



PROSPECTIVE MOMS



INTERESTED

31%

Very interested

32%

27%

36%

Somewhat interested

35%

40%

16%

Not very interested

15%

18%

17%

Not at all interested

18%

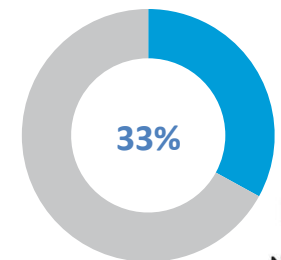
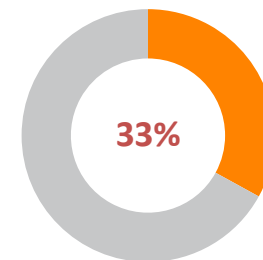
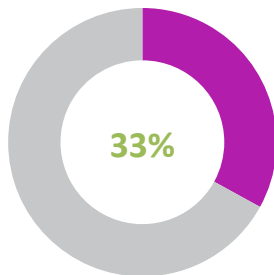
15%

NOT INTERESTED

33%

33%

33%



Highlights from Physician Survey Results



Methodology

- Market survey research
- Surveys were completed April 14th – May 5th, 2015

Pediatricians

- 127 surveyed

OB/GYNs

- 125 surveyed

To qualify for this research, physicians must have indicated:

- 1) US as primary country of practice;
- 2) specialty as either pediatrics or obstetrics/gynecology;
- 3) treating one or more patients in a typical week;
- 4) spending 50% or more of their time in patient care setting;
- 5) Being duly licensed in the state where they are currently practicing.



3 of 10 physicians thought of WIC when asked an open-ended question about programs or organizations about breastfeeding, infant and child nutrition.

38% of pediatricians

29% of OB/GYNs



When provided
background/definition of WIC,
all pediatricians and OB/GYNs
had **at least heard of WIC.**



WIC has overwhelming support
among physicians!

97% of pediatricians are in favor of the program.

95% of OB/GYNs are in favor of the program.



Physicians in this survey have referred about one-quarter of their patients to WIC, on average.

25% for Pediatricians

28% for OB/GYNs



Majorities of physicians are satisfied with the services their patients receive from WIC.

93% of Pediatricians

92% of OB/GYNs



Majorities of physicians would be likely to refer their patients to WIC regardless of income-level.

87% of Pediatricians

89% of OB/GYNs



There is much opportunity to reach new WIC clients, better serve existing WIC clients, and to expand services beyond WIC clients!



Stay tuned for the full report

