**Surveying WIC Participants**

**Sample Phone Survey**

Good morning/afternoon, my name is \_\_\_\_\_, and I’m calling from the Oregon WIC program. I’m calling because we're interested in hearing about your experience with WIC.

Is this a good time to talk? It will take about ten minutes.

Great. Just so you know, you were selected from a group of WIC participants in \_\_\_\_\_\_ County. No one at \_\_\_\_\_ County WIC knows who was chosen for this interview and your name will not be shared with the local WIC clinic. We will take your feedback and add it to comments from other WIC families.

How does that sound?

1. On a scale of 1 to 5, with 5 being the highest and 1 the lowest, how would you rate your overall satisfaction with the WIC program in \_\_\_\_\_ County?
   1. What made you choose that number?
2. Thinking back to when you first signed up for WIC, what got you interested in the program?
3. What do you like about the WIC program?
4. If you could change one thing about WIC in \_\_\_\_\_ County, what would you change and what’s the main reason that one thing needs changing?
5. Which WIC clinic do you visit? What makes you choose that clinic over the others?
6. Tell me about calling WIC and finding an appointment that matches your schedule.
7. Thinking back to the last class you attended with WIC, was it an online or a group class?
   1. Which class was it? What was your impression?
8. What topics would you be interested in learning about at WIC?
   1. How would you want to learn about that? (one-on-one, group class, online or something else)
9. Do you have a friend or family member who you think might benefit from WIC? What have they shared with you about why they aren’t on WIC?
10. Since one of the goals of these calls is to explore reasons why families leave the WIC program, would you mind sharing with me the main reasons why you're no longer participating in WIC?
11. Finally, what, if anything, might make you interested in returning to \_\_\_\_\_ WIC?

Great. We're all done unless there's anything else you'd like to share. [pause]

Thank you for your time and the valuable contribution you’ve made to improving the WIC program in \_\_\_\_\_ County! Have a wonderful day.