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

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Let’s do a poll
Needs Assessment Methods

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

Fieldnotes

Options:
- Option A
- Option B
- Option C

Choice: Option A

Betty Crocker image
Key Projects

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

Methods
- Focus Groups
- Intercept interviews in clinics to test messages
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

Table Talk

• Project Evaluation
  – WMU has a publication in progress to disseminate results
Example 2

Technology Needs Assessment

Western Region WIC
USDA, WMU, Altarum Institute

WR: Key Research Questions

1. What technologies do participants want to use with WIC?
2. What technologies are participants using?
3. In what situations do participants want to use technology to engage with WIC?
Diffusion of Innovation Theory

WR: Methods

- Early Adopters Focus Groups (4)
- Online Survey of WIC Participants
- WIC Participant Focus Groups (11)
- WIC Eligibles Focus Groups (2)
Focus Group Sites

<table>
<thead>
<tr>
<th>Category</th>
<th>Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early adopters</td>
<td>California</td>
</tr>
<tr>
<td>Online</td>
<td>Guam</td>
</tr>
<tr>
<td></td>
<td>Alaska</td>
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<tr>
<td>General WIC participants</td>
<td>Hawaii</td>
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<td></td>
<td>Washington</td>
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<td></td>
<td>Oregon</td>
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<td></td>
<td>Arizona</td>
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<td>ITCA</td>
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<tr>
<td>Future WIC families</td>
<td>Arizona</td>
</tr>
</tbody>
</table>

Online Survey Respondents

Total $N = 8,146$
- English = 7,504
- Spanish = 640
What current technologies are WIC participants using?

Participants are Very Familiar with Technology

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

- Send/receive email messages: 83%
- Take photos: 73%
- Send a photo or video online: 71%
- Locate a store, business, restaurant, or residence: 83%
- Watch videos: 88%
- Schedule or cancel an appointment: 67%
- Post a photo or video online: 76%
- Play games: 75%
- Download applications (apps): 77%
- Participate in a video call or video chat: 89%
- Scan a QR code to get more information: 77%

Yes, using cell phone or computer

No
Key Technologies

- Email: 93%
- Phone: 86%
- Facebook: 80%

Type of Cell Phone Owned

- Android: 36%
- Basic Cell Phone: 27%
- iPhone: 15%
- Other Type of Cell Phone: 16%
- BlackBerry or Windows Phone: 6%

Fieldnotes
Facebook

- Liked/commented on a Group/Business Page: 74%
- Login Daily: 59%
- Joined a Group: 48%
- Joined a Group Chat: 31%

Fieldnotes

Apps

- 67% downloaded apps

Fieldnotes

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

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

Not Everyone is Online

Surprising Trends

- Many have a smartphone
- Using Facebook for business purposes
- Unlimited text plans
What are the situations and preferred technologies that participants would like to interact with WIC?

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%)
Clinic Communication

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

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)
Social Support

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

What about using Facebook?

Mixed response from participants
+ on outreach
+ for updates on health and nutrition info
- people might know they are on WIC
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
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)

Example 3

Attitude, Beliefs, & Barriers Study

Arizona WIC
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?

Fieldnotes

Arizona WIC Study

• Methods:
  – Qualitative
    - Online Focus Groups
    - Individual interviews
  – Quantitative survey
Arizona WIC Study

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

New Trends

Fieldnotes

Fieldnotes
Tight Budget?

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

Fieldnotes

Before you leap!
Look

Listen
Special Thanks

- Table Talk
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- USDA (Lissa Ong)
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- Arizona WIC (Sharon Sass)
  - Partners: Pam McCarthy

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