

# Ask the Community First Survey Results: Employees

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## **Demographics:**

- 125 responses: 116 local WIC staff, 4 state staff, 5 non WIC staff
- 44% of respondents (55) are WNA's, 35% of respondents (44) are RD's or degreed nutritionist, 28% are lactation educators (35 respondents), about 5% each were lactation consultants or breastfeeding peer counselors (6 respondents each). 28 respondents also indicated they played some other role –responses included Community Health Outreach worker or other outreach roles, site supervisor, health educator or administrative/clerk.
- 3% of employee survey respondents (4) were current WIC participants with 21% (26 respondents) indicating that they were former WIC participants. Over 50% identified themselves as staff members of a community organization (63 respondents) and must have been referring to WIC in their interpretation. 29% indicated that they are professionals or para-professionals.
  - 22% of respondents (27 people) also identified themselves as community members
- 98% of respondents were female with just 2% of responses coming from males

## **Other MCH programs**

- The majority of respondents were not affiliated with other MCH programs (61%); however
  - 6 survey respondents indicated that they were Black Infant Health staff members (4.8%)
  - 6 Nutrition Education Obesity Prevention Programs staff member
  - 3 Maternal, Child and Adolescent Health Program staff members
  - 1 CalFresh staff member
  - 1 Adolescent Family Life Program staff member
  - And 2 other groups were mentioned: Cinnamoms Breastfeeding Support Group and American Red Cross WIC program
- 16% of survey respondents are current or former participants in CalFresh
- 3.2% of respondents are current or former participants in the Black Infant Health Program
- The majority of respondents (81% or 101 respondents) were not current or past participants in CalFresh, BIH or Adolescent Family Life Program.

## **WIC Employment**

Only 4% (5 respondents) have not been employed by WIC. The rest of respondents are WIC employees and the majority of respondents have worked for WIC for more than 5 years (68% or 85 respondents). The range of time working for WIC does vary with 9 respondents having only worked at WIC for less than 6 months.

## **WIC Participation**

The majority of respondents have not been WIC participants (65% or 81 respondents). For those who have been WIC recipients, 57% were WIC recipients for 3 or more years (25 of 41 respondents who were WIC program participants)

## **Race/Ethnicity and Language**

44% identified as Hispanic/Latino/a (55 respondents). In a separate question, 41.6% of respondents identified as white. 21.6% of respondents identified as African-American. 16% of respondents identified as American Indian. 81% of respondents said that they spoke English “very well” and 16% said they spoke English “well.”

**Question Analytics:** (asterisk indicates: remainder responded with ‘Not sure’)

A **large majority** of respondents agreed with the following statement:

- “Our staff embraces our diversity and supports each other.” 87% agreed. 8% disagreed.\*

A **majority** of respondents agreed with the following statement:

- I think the ethnic/racial diversity of staff reflects the diversity in my community. 68.5% agreed. 23.4% disagreed.\*

Half of respondents agreed with the statement (so this is an area for WIC to focus on):

- “I think African Americans are underrepresented among our staff, as related to the African American population in my community.” 50% agreed. 37.9% disagree.\*

A majority of respondents **disagreed** with the following statement (area where WIC is doing well):

- “There is tension among our staff between African-Americans and other racial and ethnic groups.” 9.7% agreed. 70.2% disagreed. 20.2% not sure.

\*remainder responded with ‘not sure’

## **Again (same as participant survey) 36% of respondents feel there are barriers within WIC for African Americans.**

Major barriers included:

1. Use of paper checks instead of EBT (58% said this was a barrier)
2. Waiting for services takes too much time (57% said this was a barrier)
3. Lack of African American staff at local clinics (54% said this was a barrier)
4. Not feeling comfortable participating in WIC program (46% said this was a barrier)
5. Not enough use of technology (45% said this was a barrier)

***Please note: ‘lack of African American staff at local WIC offices’ and ‘use of paper checks instead of EBT’ were in top 5 barriers for both staff survey and participant survey.***

The following items were deemed ‘not a barrier’ by a majority of respondents/therefore probably not areas for WIC to focus on:

- WIC food stores not well located? 77.6% said this was NOT a barrier
- Waiting space at clinic is limited? 67% of respondents said this was NOT a barrier
- Language barriers/immigration concerns? 63% said this was NOT a barrier

- Difficulties qualifying for benefits? 62% of respondents said this was NOT a barrier

**What would help WIC to be more inclusive?**

In order of most frequently chosen:

1. More AA breastfeeding peer counselors (79% said yes, this would be helpful)
2. Use of texting for reminders (79% said yes)
3. Use of EBT instead of paper checks (74% said yes)
4. Option for online classes (74% said yes)
5. Posters and materials that include images of African Americans (72% said yes)
6. Relationship with churches (71% said yes)
7. Inclusion of fathers (68% said yes)
8. Food selection/recipes that are familiar (69% said yes)
9. More African American staff (66% said yes)
10. Location of sites close to where AA live (66% said yes)

**Please note: ‘Use of texting for reminders,’ ‘option for online classes’ and ‘posters and materials that include images of African Americans’ were in the top 5 most chosen options for both the staff and participant survey.**

Supplementary table:

	Yes, this is a barrier –	No, this is not a barrier –	Not sure –	Total –
– Use of paper checks, rather than debit/EBT cards	57.89% 44	30.26% 23	11.84% 9	76
– Waiting for and getting services takes too much time	56.76% 42	32.43% 24	10.81% 8	74
– Lack of African American staff at local WIC clinics	53.95% 41	38.16% 29	7.89% 6	76
– Not feeling comfortable participating in the WIC Program	46.05% 35	35.53% 27	18.42% 14	76
– Not enough use of technology or convenient options (like cell phone	44.74% 34	43.42% 33	11.84% 9	76

reminders/text messages, or online class options).				
– Inability of WIC to conduct effective outreach into the African-American community	<b>40.79%</b> 31	<b>39.47%</b> 30	<b>19.74%</b> 15	76
– Lack of information or knowledge about the WIC Program in the community	<b>39.47%</b> 30	<b>40.79%</b> 31	<b>19.74%</b> 15	76
– Feeling ashamed or shy to be seen going to a WIC Program clinic	<b>36.84%</b> 28	<b>34.21%</b> 26	<b>28.95%</b> 22	76
– WIC staff not addressing the “taboos” and cultural messages about using WIC benefits	<b>36.84%</b> 28	<b>36.84%</b> 28	<b>26.32%</b> 20	76
– Lack of transportation to WIC clinics or WIC clinics are not well located for the community	<b>35.53%</b> 27	<b>39.47%</b> 30	<b>25.00%</b> 19	76
– Inconvenient hours/days that the WIC clinic is open	<b>33.33%</b> 25	<b>49.33%</b> 37	<b>17.33%</b> 13	75
– Lack of information or knowledge on where to go to get WIC Program benefits	<b>31.58%</b> 24	<b>43.42%</b> 33	<b>25.00%</b> 19	76
– Child care is not offered at	<b>31.58%</b> 24	<b>53.95%</b> 41	<b>14.47%</b> 11	76

<b>WIC clinics</b>				
– Lack of African American staff at State WIC	<b>25.00%</b> 19	<b>26.32%</b> 20	<b>48.68%</b> 37	76
– Language barriers or immigration concerns	<b>23.68%</b> 18	<b>63.16%</b> 48	<b>13.16%</b> 10	76
– WIC foods are hard to find on the shelves in stores	<b>23.68%</b> 18	<b>53.95%</b> 41	<b>22.37%</b> 17	76
– Waiting space at the WIC clinic is limited	<b>21.05%</b> 16	<b>67.11%</b> 51	<b>11.84%</b> 9	76
– Difficulties qualifying for benefits	<b>21.05%</b> 16	<b>61.84%</b> 47	<b>17.11%</b> 13	76
– WIC food stores are not well located for the community	<b>9.21%</b> 7	<b>77.63%</b> 59	<b>13.16%</b> 10	