

“Why are the number of WIC enrollees down?”

Change in Demographics	Access to Appointments	Logistics	Stigma	Fear of Government	Food Security	Lack of WIC Knowledge	Poor Experience	Staff
<ul style="list-style-type: none"> • Birth rates decreasing • Potential population shift • Families move 	<ul style="list-style-type: none"> • Appointment types (i.e. high risk) • Hard to get appointments • Clinic closed for training (holidays; not seeing clients) • Unable to serve walk-ins/ appointment 	<ul style="list-style-type: none"> • Clinic closure (lost clients) • WIC hours vs. client work hours • Locations of clinics & multiple organizations in similar locales • Tri-monthly issuance • Transportation 	<ul style="list-style-type: none"> • Stigma of being on WIC • Shopping is hard, embarrassing 	<ul style="list-style-type: none"> • SB 1070 • Legal Status 	<ul style="list-style-type: none"> • Food stamps are easier to get • Economy is better • Don't think/feel they need WIC anymore • Participants don't care 	<ul style="list-style-type: none"> • Don't know they qualify • Hard-to-reach population • Participants don't know value of services • Lack of comprehensive marketing campaign 	<ul style="list-style-type: none"> • Customer Service • Wait Times • Not open to walk-ins • Bad reputation 	<ul style="list-style-type: none"> • GTHM: lack of understanding • Staff competency • Participants don't see value of services • Unable to serve/ unwilling attitude • Length of appointment