

Staff Feedback Re: Client Interviews

The goal of the WIC Quality Improvement project is to increase the retention rate of children aged 1-5. WIC clients were interviewed—both those who have a great benefit history (regularly attend appointments) and those who have not received benefits regularly (because of missed appointments, etc).

The interviews asked clients about what they like and do not like about the WIC services, with the objective that areas of opportunity to increase retention rates would surface from these interviews.

After reading through the responses, please provide responses to the following questions.

1. Were there responses or themes from the interviews that surprised you? Please specify. Why did these responses surprise you?

2. After reviewing the responses, what do you feel are the most promising areas of opportunity to address to encourage clients to regularly stay active in WIC and attend scheduled appointments, etc. ?

3. Was there anything that you are surprised was *not* mentioned in the interviews with clients re: things they liked and disliked about WIC?