

NORTH CAROLINA WIC PARTICIPANT Food Survey Fact Sheet

INTRODUCTION

The North Carolina WIC Program conducted a participant food survey in July and August 2008 in preparation for implementing mandatory changes to the types and amounts of foods available through the program. The questionnaire was completed by a random sample of 1,907 women from across the state who were either participants or were mothers of infants and children participating in the NC WIC Program. The survey was available in both English and Spanish.

USING WIC CHECKS

- Around 89% of participants usually use their WIC checks at big chain stores, and the same percentage shop for WIC foods and other groceries at the same time.
- Only 1% usually shop at convenience stores.
- About half use their checks at more than one store each month.

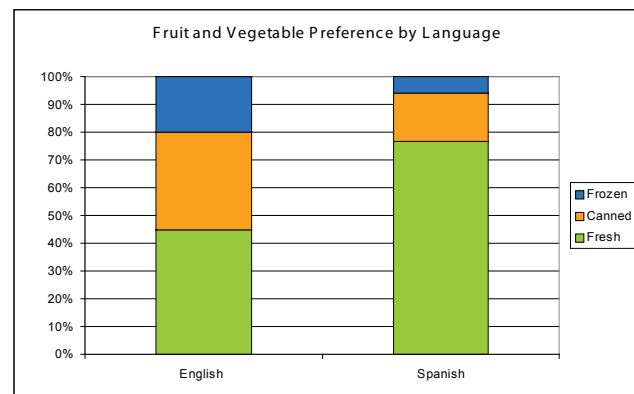
Moms were asked how much they agreed with a series of questions about their shopping experiences. Most women agree that:

- Choosing WIC foods quickly is important.
- Lots of cereal options are important.

Around 90% shop for WIC foods and other groceries at the same time. Most disagree that they use their WIC checks to try new foods they wouldn't buy with cash or food stamps.

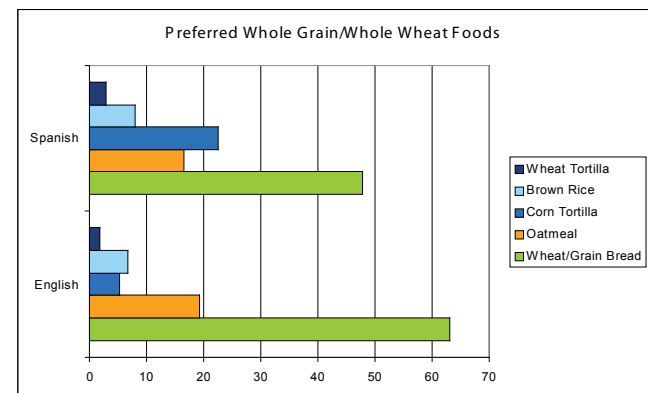
FRUITS AND VEGETABLES

English-speaking participants are more likely to choose canned fruits and vegetables, while Spanish-speaking participants are more likely to choose fresh. In October 2009, WIC participants will have the option of purchasing fruits and vegetables with a new type of WIC check called a Cash Value Voucher (CVV).



WHOLE GRAIN FOODS

When provided with a list of all possible whole-grain foods allowed with the new regulations, most women chose whole wheat/whole grain bread.

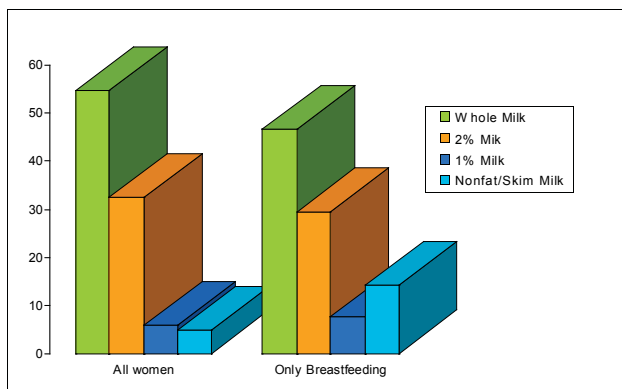


CONTINUED ON BACK

WHAT KIND OF MILK DO PARTICIPANTS USUALLY DRINK?

- 55% of the women usually drink whole milk, and there is no difference between Spanish- and English-speakers.

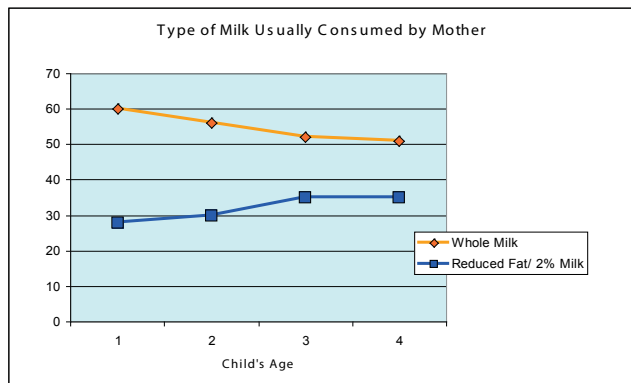
As shown in the graph below, breastfeeding women drink more low-fat and nonfat/skim milk than other women.



DO MOMS AND THEIR CHILDREN DRINK THE SAME KIND OF MILK?

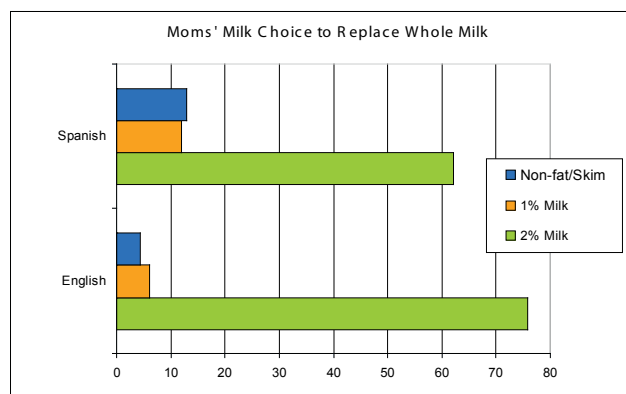
- 58% of children drink whole milk
- 79% drink the same kind of milk as mom

Moms with younger children are more likely to drink whole milk than those with older children. The graph below shows how drinking whole milk decreases for moms with older children on the WIC Program. (The survey did not ask about children over age 4).



WHAT WILL MOMS CHOOSE INSTEAD OF WHOLE MILK?

In the future, most women and children over age two will not be able to use their WIC checks to get whole milk. Most women will choose 2% milk instead. However, it appears that more Spanish-speaking than English-speaking women may choose 1% or non-fat/skim milk.



DO MOMS WANT SOY BEVERAGE?

The new food package will permit women and some children to get soy beverage or milk in place of cow's milk. When asked how likely they are to select a food package with cow's milk, soy beverage, or both, most women want only cow's milk. However, at least one-quarter may be interested in both soy and cow's milk, as shown in this table.

	Very Likely	Not Sure	Not Likely
Only Cow's Milk	82.5%	8.2%	9.3%
Only Soy Beverage	5.5%	23.7%	79.8%
Both Soy Beverage and Cow's Milk	24.4%	27.2%	48.4%
Not Soy Beverage or Cow's Milk	7.7%	20.6%	72.6%



State of North Carolina | Department of Health And Human Services
 Division of Public Health | Women's and Children's Health Section | Nutrition Services Branch
www.ncdhhs.gov