

5 Whys QI Tool:

WIC Staff-

Participants don't know how to use vouchers

Information overload

Education of vouchers at end of WIC certification

Current process vouchers education at end of certification

How WIC staff was trained from local staff and on guided script

WIC staff higher level of language skills

Everyday, normal language for staff

Assuming clients know this language and can read

Staff don't assess language competency

Not part of certification,

Don't know how to assess language competency without offending participants

Vendor

A lot of staff turnover at stores

Cashiers need more training

Vendors don't know training resources available

Too many other training needs

New cashiers- have information overload

Vendors don't make WIC training a priority

Vendors don't realize revenue WIC brings in

Corporate training provided

Vendors don't view state WIC as asset/ resource

Poor labeling of WIC allowed food

Lot of inconsistency among stores

Time consuming to label

Kids/people move label

Vendors' don't view labels as priorities

Labels are boring

State provided

UPC code issues

UPC system is incorrect, out of date

Are WIC state staff talking to UPC system

Need more information from state

Do vendor's contact help desk?

Do they view local WIC staff as resource

Too Much of hassle to use vouchers

UPC codes issues

Difficult process of checking out

Too much time/effort to calculate amount of food and amount of voucher

Culture of using WIC vouchers

Some participants have bad attitude

Some vendors/cashiers have a bad attitude

Personal value and peer influence on views of WIC

Difficult to keep values and influence out of work

Participants don't know how to incorporate f/v in diets

Not used to eating f/v

Don't see them as convenient

Don't know actually know all f/v available

Lack of a fruit and vegetable culture in the home.

Participants

- Don't know how to incorporate fruit and veggies into their diet
 - They didn't grow up using them
 - Because their parents didn't use them
 - Expense/low priority
 - Lack of knowledge of importance of fruits and veggies
 - Lack of a fruit and vegetable culture in the home.
- Participants don't know what is allowed
 - Lack of motivation to listen to WIC staff / read manual
 - Don't value fruits and veggies
 - Lack of knowledge of importance of fruits and veggies
 - Lack of a fruit and vegetable culture in the home.
 - Long appointment
 - Family wants to get going
 - Disconnect on language skills with participant
- Forget to use vouchers or forget them at home
 - Lack of organization
 - Busy, crazy lives, and children
- They don't care about using the voucher
 - Don't value fruits and vegetables
 - Lack of knowledge of importance of fruits and veggies
 - Lack of a fruit and vegetable culture in the home.
- Too much of a hassle to use vouchers
 - Disorganized
 - Busy, crazy lives and children
 - Aren't able to organize
 - Don't have organization skills
 - Lack of knowledge
 - Possible disconnect between WIC staff and participants
 - Not enough time spent on going through food guide
 - Short WIC appointments
 - Family wants to get going
 - Language barrier
 - Participant just doesn't care or want to be listening any longer
 - Has had a long appointment already and wants to get going
 - Time constraints –

- spend a lot of time at the store and by the time they get to the produce section they're 'done'
 - Lack of knowledge on what's allowed
 - See above
 - Lack of labeling
 - Participants don't know how to use the vouchers
 - They think they have to stay under the dollar amount
 - Some clerks say it
 - Lack of training
 - Lots of turnover for staff
 - Not enough guidance from the state
 - State leaves it up to the store
 - They want to stay under the dollar amount
 - They don't want to use their own money or SNAP benefits
 - They don't have the extra money
 - Low income
 - Priorities
 - Don't value fruits and veggies
 - Don't value fruits and veggies
 - See above
 - Kids don't like it
 - No parental role model
 - They don't eat fruits and veggies
 - Prefer not to eat fruits and veggies
 - They don't eat fruits and veggies
 - No parental role model
 - Not part of parents upbringing
- Other resources to use first (SNAP)
 - Easier to use SNAP than vouchers
 - No restrictions on foods
 - Program policy
 - Debit card rather than voucher
 - Convenience
 - Lack of training
 - Less stigma
 - Less visible to others
 - Have enough for their food through SNAP/their own money so why use WIC voucher?
 - Convenience
 - Lack of training
- Fruits and veggies spoil too fast

- Lack of knowledge on what they can get
- Lack of planning on how to use them in their meals
 - Busy household
 - Working families
 - Children’s activities/appointments
 - Family disconnect
 - Lack of experience
- Don’t know how to properly store fresh produce
 - Lack of education on this topic
 - Not a WIC topic/priority
 - Lack of experience
 - No role model
- No hands on experience on picking out quality produce
 - No prior experience picking out quality produce/no role model
- Did not grow up eating them – lack of role model

State

- Cashiers need more training
 - Not consistently processing vouchers the same
 - Lack of training standards set by state
 - Participants feel judged by some cashiers
 - Treated poorly
 - Stigma of being on “welfare”
 - Extra work for the cashier and they’re annoyed
 - Cashiers are insecure on how to process WIC vouchers
 - Lack of training
 - Lack of training standards set by state.
- Poor labeling of WIC food items
 - Customers may move labels to wrong space
 - Food gets moved but label doesn’t
 - Oversight
 - Lack of training
 - Busy
 - Lack of staff time
 - Just don’t care
 - Goal is to just stock the shelves
 - Lack of training
 - Busy
 - Lack of staff time
 - A store just doesn’t label
 - Not required to

- **Hassle to do and maintain**
- Can be hard to see, doesn't stand out well
 - Small
 - What the state gives out
 - Fits well on the shelf
 - Subtle colors
 - What the state gives out
 - Level with the edge of the shelf
 - What the state gives out
- UPC code issues
 - Stores don't download most recent UPC changes
 - Disconnect between state and vendor
 - Time
 - **WIC isn't a priority**
 - They don't have control over it (econo foods)
 - **Done at a corporate level.**