

NWA WIC Participant Survey 2023

JULY 5, 2023

Participant Survey Launch

The 2023 National WIC Association survey is live and available for participants to complete. The survey is available in English, Spanish, and Somali and is posted to the MN WIC website: [WIC Survey 2023](#)

Participants can complete the survey July 5-September 5, 2023.

Survey Recruitment

- **App notifications**

MN WIC will send at least three app notifications beginning July 8, to directly recruit participants to complete the survey.

July 8

Subject: Share Your Opinion!

Notification: We want to hear from you. Tap to take a survey and share your WIC experience. Thank you!

August 8

Subject: Your Opinion Matters!

Notification: Tap to take a survey about your WIC experience. Thank you to those who already took the survey!

August 29

Subject: Last Chance for Surveys!

Notification: If you haven't completed our WIC experience survey, tap here to share your opinion. Thank you! You're helping make the WIC program even better for families!

App notifications are posted to the [WIC Communications and Outreach](#) page.

- **Social media posts**

We will share social media posts pointing to the app notification survey link in July and August. We will not share the link on our social media channels to ensure only participants are completing the survey.

- **NWA Recruitment materials**

NWA created [recruitment materials](#) for local agencies to use, including a printable flyer featuring the survey link and QR code. There are talking points to share with participants by text, email, phone, or in person. You can use the QR codes in this document on any materials you choose share or post in clinic.



English Survey QR Code



Spanish Survey QR Code

Reference – Complete Listing of Hyperlinks

[WIC Survey 2023](https://www.health.state.mn.us/people/wic/survey.html) (<https://www.health.state.mn.us/people/wic/survey.html>)

[WIC Communications and Outreach](https://www.health.state.mn.us/people/wic/localagency/comm.html)
(<https://www.health.state.mn.us/people/wic/localagency/comm.html>)

[Recruitment materials](https://drive.google.com/drive/folders/12nT7SImGhMYcsGuxDJAuM4NQyK5ScQC)
(<https://drive.google.com/drive/folders/12nT7SImGhMYcsGuxDJAuM4NQyK5ScQC>)

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