



Protecting, maintaining and improving the health of all Minnesotans

Memo

To: WIC Coordinators
From: State WIC Staff
Date: October 31, 2012
Subject: Focus Groups in Scott/Carver WIC

Local Agencies in the **Spotlight**

Scott/Carver/Dakota CAP Focus Groups

The Scott/Carver WIC Program worked this summer on a project to improve their WIC clinic setting. A staff member, Blair Haesly, conducted focus groups with parents of children who used to be on the WIC program and **may still be eligible** for WIC, but no longer come to WIC.

Topics areas included:

- **General Impressions of Scott County WIC**
- **What participants like about Scott County WIC**
- **What participants dislike or find frustrating**
- **Ideas for Improvement**

They offered refreshments, a \$20 Target gift card and child care to participants. Funding for this project was secured through "County" funds; no WIC funding was used.

As a result of the focus groups Scott/Carver:

- **Has decided to move to a Flexible Appointment Schedule.**
- **Is currently assessing other requests from participants and hope to make other changes soon.**

If you would like to learn more about the Scott/Carver WIC focus groups contact Jackie Lara at 952.496.2125.

Thanks to Scott/Carver for sharing their focus group information!

Do you have a unique idea or activity you would like to share? We would love to hear about your activities and share them with other programs. Write up your creative or innovative idea and submit it by email to sandy.sather@state.mn.us or a member of the Program unit or fax to (651)215-8951.