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  UPC system is incorrect, out of date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
    o See above
  • Lack of labeling
• Participants don’t know how to use the vouchers
  o 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
      o 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
            o Low income
            o Priorities
              • Don’t value fruits and veggies
          • Don’t value fruits and veggies
            o See above
          • Kids don’t like it
            o No parental role model
              • They don’t eat fruits and veggies
            o 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)
  o Easier to use SNAP than vouchers
    • No restrictions on foods
      • Program policy
    • Debit card rather than voucher
      • Convenience
        o Lack of training
      • Less stigma
        o Less visible to others
  o 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**
  o 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**
    o 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.**