

Understanding the impact of WIC staff's Child and Teen Checkups outreach efforts

Final report

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Summary

In 2007, Wilder Research was contracted to provide evaluation services to examine the impact of the WIC clinic Child and Teen Checkups intervention. This intervention is conducted by staff at each of the WIC clinic sites in Hennepin and Ramsey counties. Wilder Research interviewers asked parents to participate in a short survey immediately following a WIC appointment in which the staff discussed Child and Teen Checkups with them. Wilder Research also conducted three focus groups with a smaller group of WIC participants (one in Spanish and two in English).

In all, 311 parents participated in surveys following their WIC visits. Sixty percent were surveyed at four WIC sites in Hennepin County and 40 percent were surveyed at four WIC sites in Ramsey County. Three out of four parents surveyed were people of color.

Survey findings

- Six in 10 parents surveyed (61%) had visited a clinic for a Child and Teen Checkups in the past year.
- Nearly half of these (46%) asked for a “Child and Teen Checkups” by name when making their appointment.
- Nearly all parents surveyed (97%) chose WIC as one of the most helpful methods for learning about Child and Teen Checkups.
- Eight in 10 parents (82%) rated the information provided by WIC staff about Child and Teen Checkups as “very helpful.”
- Although many (87%) had already heard Child and Teen Checkups information from WIC staff, at previous visit 57 percent reported they learned something new on the day of the survey about Child and Teen Checkups.
- The number one “new” thing that respondents mentioned learning at their WIC visit was related to the in-depth nature of Child and Teen Checkups.
- Most respondents, between 83 and 89 percent, are aware of the primary services provided at Child and Teen Checkups. Parents are least aware that teeth are checked (62%) and lead tests are conducted (72%) at these visits.
- Well over half of respondents, between 58 and 74 percent, are aware of the services provided by county of the Child and Teen Checkups program. Parents are most aware that they can get help with transportation to the Checkups (74%). They are least aware that they can get help making an appointment (58%).

Things parents most remember WIC staff telling them about Child and Teen Checkups

1. Child and Teen Checkups are more in-depth (36% mentioned this)
2. Parents must ask specifically for this type of visit (15% mentioned this)
3. Child and Teen Checkups includes a hearing check (15% mentioned this)
4. WIC staff gave information or a brochure (14% mentioned this)
5. Child and Teen Checkups includes a vision check (14% mentioned this)
6. Child and Teen Checkups include immunizations (11% mentioned this);
7. They [Child and Teen Checkups Staff] will provide transportation to the visit (11% mentioned this)
8. Child and Teen Checkups include a dental check (11% mentioned this)
9. They [Child and Teen Checkups Staff] will help me make appointments (10% mentioned this).

Things parents have heard that would most make them want to take their child in for a Child and Teen Checkup

1. Child and Teen Checkups include a growth and development check (20% mentioned this)
2. Child and Teen Checkups include immunizations (17% mentioned this)
3. Child and Teen Checkups include a lead test (12% mentioned this)
4. All of the reasons are important (10% mentioned this)
5. Child and Teen Checkups include a vision test (9% mentioned this)

Analysis was stratified by county, recent users of Child and Teen Checkups, and first time versus repeat visitors to WIC

When examining the data, researchers stratified the data in three ways to understand more about similarities and differences among different groups of respondents. Wilder Research staff analyzed data for participants by their county (Hennepin and Ramsey), by whether they had a Child and Teen Checkup in the past year, and by whether this was their first visit to a WIC clinic (versus repeat WIC visits). There were no large differences among these stratifications. However, when asked about Child and Teen Checkup visits in the past year, a larger percentage of repeat WIC appointment respondents had taken their child for a Child and Teen Checkup visit (64% of repeat WIC visitors versus 44% of first time WIC visitors). This difference was statistically significant ($p < .05$).

Survey results confirmed by more in-depth feedback from focus group participants

Fifteen parents participated in more in-depth discussions with research staff. Most had taken at least some of their children in to a clinic for a Child and Teen Checkup appointment. However, there was confusion about the appointments, especially the difference between Child and Teen Checkups and well-child checkups. Parents had questions about whether or not the Child and Teen Checkup was the same as a school checkup. There was also significant confusion about the costs of the visits and the ability of parents to access insurance to cover the visits.

Like survey participants, most focus group participants were able to recall several characteristics of a Child and Teen Checkup. They also confirmed that WIC is an excellent method for them to learn about Child and Teen Checkups.

Conclusions and considerations

The results of this study demonstrate that overall, most parents have some knowledge of the Child and Teen Checkups program and its benefits. After a visit to the WIC visit, parents have a good understanding of the messages about Child and Teen Checkups that are given them by WIC staff. Most parents, in both surveys and focus groups, report that they took their child in for a Child and Teen Checkup in the previous year. In terms of their perceptions of the value of Child and Teen Checkups, there were no significant differences in the responses of parents who taken their children in for a Child and Teen Checkup in the past year and those who had not. Overall, results of surveys and focus group show:

- Many parents have a general understanding of Child and Teen Checkups, but may be confused about the difference between a Child and Teen Checkup and a regular well-child checkup.
- There are barriers (perceived and real) that prevent parents from taking their children in for a Child and Teen Checkup. These include transportation, confusion about cost of care, and time associated with appointments.
- Parents feel motivated by many factors to access Child and Teen Checkups. They are particularly swayed by messages related to the comprehensive, thorough nature of the visit and that visits may screen for more serious health and developmental issues.

In focus groups and surveys, parents gave feedback about several key messages that may be effective when marketing Child and Teen Checkups to WIC parents. These include:

- **Prevention:** Parents were interested in the idea of prevention of more serious health problems. Parents felt that it would be important that outreach messages demonstrate that the purpose of the checkup is to identify and treat health and developmental problems early.
- **A Child and Teen Checkup is a comprehensive exam:** The vast majority of parents mentioned something related to Child and Teen Checkups being a “complete” or “comprehensive” physical exam that included immunizations, hearing, vision and dental checks, lab tests, development and growth checks, and identification and treatment of health problems.
- **Provide parents and caregivers with practical reasons as to why a Child and Teen Checkup will be beneficial:** Feedback from parents appears to show that outreach strategies should focus more on conveying the tangible benefits of using the Child and Teen Checkups program.
- **Use a variety of communication strategies to share the information with parents:** Most of the focus group participants agreed that contact with the WIC clinics was an very effective way to learn about Child and Teen Checkups. In addition, parents felt that the mailings they receive are helpful. In focus groups, parents had mixed reactions to other methods with several suggestions related to new or enhanced methods for parents to track when they should go in for their visits and why. In addition, all of the Hispanic/Latino focus group participants agreed that advertisements and information about Child and Teen Checkups should be put on a local Spanish television station (such as channel 13) as well as Spanish radio and newspaper.

Background

In 2007, Wilder Research was contracted to provide evaluation services to examine the impact of the WIC clinic Child and Teen Checkups intervention. This intervention is conducted by staff at each of the WIC clinic sites in Hennepin and Ramsey counties. The evaluation included surveys and focus groups. Wilder Research asked WIC clients to participate in a short survey immediately following a WIC appointment in which the staff discussed Child and Teen Checkups with them. Wilder Research also conducted three focus groups (one in Spanish and two in English).

This is a comprehensive report detailing the results of these surveys as well as the results from the focus groups. This report describes the findings of the survey data, including analyses by county, by first appointment versus repeat appointments as well as by recent users of Child and Teen Checkups versus non-users. Additionally, citations of verbatim open-ended responses and analyses of focus group data provides valuable feedback about the Child and Teen Checkups intervention.

About the Child and Teen Checkups Program

The Child and Teen Checkups Program is Minnesota's Early and Periodic Screening, Diagnosis and Treatment (EPSDT) Program. It is a required Medicaid service which offers preventative health care for children from birth to age 20. The goal of the Child and Teen Checkups Program is to improve the health of eligible children and teens and reduce the negative impact of health problems by providing preventive medical care and early diagnosis and treatment of conditions that threaten children's health.

Child and Teen Checkups are complete medical exams for children and teens (birth to age 20) who are enrolled in Medical Assistance or MinnesotaCare. Child and Teen Checkups include a physical exam, immunizations, hearing and vision checks, lead tests, lab tests, development and growth checks, dental screening, a nutrition check, and the identification and treatment of health problems. These are "well-child" visits with a goal of prevention and early diagnosis rather than treatment of specific health problems.

Each county and some tribes in Minnesota have a Child and Teen Checkups coordinator who is responsible for coordinating outreach and helping families access the program by setting up appointments, arranging transportation and interpreters, and providing other services as needed. The Minnesota Department of Human Services funds several outreach efforts to increase utilization rates of the Child and Teen Checkups program including letters, phone calls, home visits, brochures, signs, bus advertisements, incentives and other social marketing methods.

About WIC

Women, Infants and Children (WIC) is a nutrition education program that provides supplemental foods which promote good health for pregnant women and children who are infants up to age 5. Participants in the WIC Program receive vouchers for nutritious foods like milk and formula, nutrition education and referrals to services in their neighborhood, including doctors, nurses and social service agencies.

WIC considers family size and income to determine eligibility, but more people qualify and participate in this program than many other public programs.

About the WIC Child and Teen Checkups outreach effort

Several years ago, Hennepin and Ramsey WIC programs began a more intensive collaboration with the counties' Child and Teen Checkups programs to provide consistent information about Child and Teen Checkups to families during their WIC visits. During the appointment, WIC staff use a brief script to inform parents about the importance of Child and Teen Checkups. This information is part of a larger discussion that WIC staff have with parents about health and other needs of their children.

Research questions

This evaluation focuses on how well parents understand and retain information about Child and Teen Checkups given to them at the WIC appointment. Research questions include:

- What do WIC participants learn about Child and Teen Checkups during their WIC visits?
- How do WIC participants understand the value of Child and Teen Checkups visits?
- Does it appear that the WIC intervention influences intention to use the Child and Teen Checkups program?
- Are those who understand the Child and Teen Checkups message more likely to take their children for a Child and Teen Checkup?
- Are there ways to modify the intervention or message to increase the likelihood that participants will use the Child and Teen Checkups program?

Research methods

Wilder Research collaborated with Hennepin and Ramsey County public health department staff as well as staff from the Minnesota Department of Human Services to design the evaluation that included an in-person survey as well as three focused discussion groups with parents who were using WIC services.

In person survey of parents at WIC clinics

Staff from WIC, Ramsey and Hennepin County public health departments, and Minnesota Department of Human Services collaborated on the development of the survey instrument and protocol. The survey was designed to collect feedback about the messages used to describe Child and Teen Checkups to parents, whether parents understood these messages, suggestions for improvement, and the messages parents' perceived to be most effective in encouraging them to take their children in for an appointment.

Wilder Research staff conducted face-to-face interviews with parents at WIC clinics in both Hennepin and Ramsey counties. These interviews were conducted in October and November 2007. Wilder Research interviewers intercepted parents after they completed their intake or recertification appointment with WIC staff. WIC staff assisted with the identification of respondents. In all, Wilder Research completed 311 of 327 interviews attempted for a response rate of 97 percent. A copy of the interview questions is included in the appendix.

WIC staff were asked to track the number of intake or recertification appointments kept during the month-long study period (early October through early November 2007). WIC staff assisted Wilder Research staff in eliminating duplication of households that may include multiple children receiving WIC services. Based on the count of kept appointments, it is estimated that in Hennepin County, there were approximately 1,800 families on Medical Assistance or MinnesotaCare who kept an appointment and were potentially eligible for the study. In Ramsey County, there were approximately 1,000 families on Medical Assistance or MinnesotaCare who kept an appointment and were potentially eligible for the study.

Focused discussion groups with parents who participated in the survey at the WIC clinics

In addition to the in-person survey, agency staff and researchers wanted to collect more in-depth information from small groups of WIC parents. Survey participants were asked at the time of the interview whether they would be willing to be contacted for participation in a focus group. A convenience sample of focus group participants was recruited from those who indicated on the survey their willingness to participate. This cohort was contacted by telephone. Follow up calls and reminders were made up until the day prior to the focus group. The actual participation rate was 14 percent of those who originally agreed, at the time of the in-person survey, to participate.

The focus groups were held from December of 2007 to January of 2008. Two groups were conducted in English and one in Spanish. In all, 15 individuals participated in the focus groups. Focus group lasted between 60 and 90 minutes. At the end of each discussion, all participants received a \$25 Target gift certificate for their participation and \$5 cash for child care expenses.

A trained facilitator led each focus group. A trained note-taker was also present during the conversation to take notes throughout the discussion. A bilingual staff member took notes during the conversation and translated the notes from the Spanish focus group. The facilitator subsequently reviewed the notes. A copy of the focus group facilitator guide is included in the appendix.

This report first describes the results of the in-person survey of parents at WIC clinics including information about participants, their views about why they should take their children in for Child and Teen Checkups, and their perceptions of the messages they heard from WIC staff. The second section describes the results of the focus groups. This discussion provides further depth about the experiences and perceptions of a diverse group of 15 parents about the Child and Teen Checkups outreach efforts.

Survey results

Respondents were interviewed in eight WIC clinics in Ramsey and Hennepin Counties. Interviews were conducted at sampled sites for one month from early October to early November 2007.

1. Interview locations by County

N=311	Number	Percent
St. Paul: Eastside	55	18%
St. Paul: Downtown	38	12%
St. Paul: Westside La Clinica	24	8%
St. Paul: Midway	8	3%
Total Ramsey County	125	40%
Minneapolis: Southside	74	24%
Minneapolis: Northpoint	59	19%
Brooklyn Center	50	16%
Hopkins	3	1%
Total Hennepin County	186	60%

Participant characteristics

A total of 311 parents were surveyed at WIC clinics. Most respondents were women. About three-fourths were people of color. All respondents were providing care for at least one child under age 5.

2. Gender

N=311	Number	Percent
Male	27	9%
Female	282	91%
Missing	2	1%

3. Racial or ethnic background

N=311	Number	Percent
African American	99	32%
White	81	26%
African born	60	19%
Hispanic/Latino	58	19%
Asian	37	12%
American Indian	22	7%
Other	6	2%

Respondents came from a variety of backgrounds and spoke a range of languages at home. Interviews were conducted in English, Spanish, Hmong, and Somali. Respondents were asked about language spoken, in part, to help researchers arrange subsequent focus groups.

4. Languages other than English spoken at home on a regular basis

N=154	Number	Percent
Spanish	58	38%
Hmong	32	21%
Somali	23	15%
Oromo	6	4%
French	5	3%
American Sign Language	4	3%
Arabic	2	1%
Amharic	1	1%
Cambodian	1	1%
Ebo	1	1%
Ewe	1	1%
Gro	1	1%
Khan	1	1%
Korn Babanki	1	1%
Laotian	1	1%
Swahili	1	1%
Thai	1	1%
Tigrana	1	1%
Vietnamese	1	1%
Yoruba	1	1%
Missing	3	2%

Analysis by location: Hennepin County, Ramsey County, and overall

Respondents' use of Child and Teen Checkups in the past year

The first question of the interview asked whether or not the respondent had taken any of their children to a Child and Teen Checkup in the past year. This question was deliberately asked first to reduce the social desirability of a positive response.

- For both Hennepin and Ramsey Counties, 6 in 10 respondents had taken their child in for a Child and Teen Checkup in the past year.
- Of these, 46 percent (47% of Hennepin respondents and 43% of Ramsey respondents) report that they asked for a Child and Teen Checkup by name.

5. Visited the clinic for a Child and Teen Checkup within the past year

	Hennepin N=186		Ramsey N=125		Total N=311	
	Number	Percent	Number	Percent	Number	Percent
Yes	116	62%	73	58%	189	61%
No	69	37%	50	40%	119	38%
Don't know	1	1%	2	2%	3	1%

6. Of those who took their child for an appointment, respondents who asked for a "Child and Teen Checkup" by name

	Hennepin N=116		Ramsey N=73		Total N=189	
	Number	Percent	Number	Percent	Number	Percent
Yes	55	47%	31	43%	86	46%
No	59	51%	40	55%	99	53%
Don't know	2	2%	2	2%	4	1%

Respondents' perceptions of what they were told by WIC clinic staff about Child and Teen Checkups

Ninety-five percent of participants surveyed said that their WIC staff person talked with them during their appointment about Child and Teen Checkups.

7. Respondents who reported that their WIC staff person talked with them about Child and Teen Checkups today

	Hennepin N=186		Ramsey N=125		Total N=311	
	Number	Percent	Number	Percent	Number	Percent
Yes	175	94%	120	96%	295	95%
No	10	5%	4	3%	14	5%
Don't know	1	1%	1	1%	2	1%

Participants were asked to describe in their own words what the WIC staff told them about Child and Teen Checkups. These responses were grouped together into categories (see Figure 8).

- Over 30 percent of respondents in each county described the Child and Teen Checkup in their own words as “more in-depth.”
- Ramsey County participants were more likely to talk about the vision and hearing checks conducted at Child and Teen Checkups. Hennepin County participants were more likely to talk about receiving a brochure about Child and Teen Checkups as well as some of the services provided by the county Child and Teen Checkups program such as transportation and appointment setting assistance.

The following are a few selected verbatim responses to the question asking respondents to describe what WIC staff told them about Child and Teen Checkups.

Make sure you tell them it is a Child and Teen Checkup. It's a thorough checkup. In regular checkups they sometimes don't go through everything.

They do a more thorough checkup. You ask for a Child and Teen Checkup by name.

It's more thorough than what doctors would usually do. They check vision, hearing, and do a complete check-up.

It's for babies and up to 20 years old who get complete checkups, physical and they check eyes as well.

They help you schedule appointments, remind you about appointments, help with transportation, and help you find a clinic.

8. In respondents' own words: what WIC staff told them today about Child and Teen Checkups

	Hennepin N=174		Ramsey N=119		Total N=293	
	Number	Percent	Number	Percent	Number	Percent
C & TC is more in-depth	61	35%	44	37%	105	36%
Must ask specifically for this type of visit	26	15%	19	16%	45	15%
C & TC does a hearing check	11	6%	32	27%	43	15%
WIC staff gave information; gave brochure	32	18%	10	8%	42	14%
C & TC does a vision check	11	6%	29	24%	40	14%
C & TC does immunizations	16	9%	16	13%	32	11%
They will provide transportation	25	14%	7	6%	32	11%
C & TC does a dental check	19	11%	12	10%	31	11%
They will help me make appointments	25	14%	4	3%	29	10%
WIC staff said child should get regular Checkups	14	8%	9	8%	23	8%
C & TC does a lead test	4	2%	18	15%	22	8%
WIC staff said it was important	12	7%	5	4%	17	6%
C & TC checks the general health and well-being of child	8	5%	9	8%	17	6%
C & TC does a growth and development check	9	5%	8	7%	17	6%
It is a free Checkup	3	2%	11	9%	14	5%
WIC staff told me about it or asked if I knew about it	11	6%	3	2%	14	5%
C & TC helps to keep the child healthy and teaches how to care for child	4	2%	7	6%	11	4%
It is available until the child reaches age 21	10	6%	1	1%	11	4%
Learn about nutrition; what child should be eating	3	2%	7	6%	10	3%
They will help me find a clinic	6	3%	3	2%	9	3%
I'm in the program	8	5%	1	1%	9	3%
C & TC does lab tests; checks blood.	3	2%	5	4%	8	3%
Seeing the same doctor; consistency	1	1%	3	2%	4	1%
There are recommended ages for Child and Teen Checkups	-	-	4	3%	4	1%
WIC worker wasn't clear; didn't explain	4	2%	-	-	4	1%
C & TC checks for specific problems	2	1%	1	1%	3	1%
They will provide an interpreter	-	-	3	2%	3	2%

Note: Respondents were asked an open-ended question and could give multiple responses. Responses were grouped into categories by research staff. Items mentioned by only one respondent are not included in this table.

Respondents found the information presented to them by WIC staff about Child and Teen Checkups as helpful. Over 80 percent rated the information as “very helpful.”

9. How helpful was this information?

	Hennepin N=173		Ramsey N=119		Total N=292	
	Number	Percent	Number	Percent	Number	Percent
Very helpful	140	81%	99	83%	239	82%
A little helpful	28	16%	13	11%	41	14%
Not helpful	5	3%	7	6%	12	4%

Respondents’ perceptions of what they learned about Child and Teen Checkups

Because of the many sources of Child and Teen Checkup information, respondents were asked their perceptions about what new things they learned about C & TC from their WIC worker during this most recent appointment. Well over half of participants in both counties (59% of Hennepin respondents and 55% of Ramsey respondents), reported having learned something new about Child and Teen Checkups.

10. Respondents who reported that they learned something new today about Child and Teen Checkups

	Hennepin N=174		Ramsey N=119		Total N=293	
	Number	Percent	Number	Percent	Number	Percent
Yes	103	59%	65	55%	168	57%
No	71	41%	54	45%	125	45%

Note: Only respondents who reported that their WIC staff person talked with them today about Child and Teen Checkups were asked this question (see figure 7).

When asked to talk about what they had learned about Child and Teen Checkups at their most recent appointment, in their own words, over a quarter of respondents mentioned the in-depth, complete nature of the appointment. Others mentioned that they must ask for this type of visit by name, that they can get help with transportation, and that the appointment provides specific services such as dental, hearing, and vision checks.

11. In respondents' own words: NEW things that they learned from WIC staff today about Child and Teen Checkups

	Hennepin N=101		Ramsey N=63		Total N=164	
	Number	Percent	Number	Percent	Number	Percent
C & TC is more in-depth	21	21%	24	38%	45	27%
Must ask specifically for this type of visit	10	10%	10	16%	20	12%
They will provide transportation	18	18%	2	3%	20	12%
C & TC does a dental check	12	12%	6	10%	18	11%
C & TC does a hearing check	11	11%	6	10%	17	10%
C & TC does a vision check	11	11%	5	8%	16	10%
WIC staff told me about it or asked if I knew about it	7	7%	8	13%	15	9%
Learn about nutrition; what child should be eating	8	8%	2	3%	10	6%
C & TC does a lead test	3	3%	6	10%	9	6%
They will help me make appointments	7	7%	-	-	7	4%
WIC staff said child should get regular Checkups	4	4%	3	5%	7	4%
C & TC does a growth and development check	4	4%	2	3%	6	4%
C & TC helps to keep the child healthy and teaches how to care for child	4	4%	2	3%	6	4%
It is available until the child reaches age 21	4	4%	2	3%	6	4%
C & TC does immunizations	2	2%	3	5%	5	3%
It is a free Checkup	1	1%	4	6%	5	3%
C & TC does lab tests; checks blood	4	4%			4	2%
There are recommended ages for Child and Teen Checkups	-	-	4	6%	4	2%
They will help me find a clinic	3	3%	-	-	3	2%
I think Checkups are the same	-	-	3	5%	3	2%
Mental health	2	2%	1	1%	3	2%

Note: Respondents were asked an open-ended question and could give multiple responses. Responses were grouped into categories by research staff. Items mentioned by only one or two respondents are not included in this table.

When asked about specific components of a Child and Teen Checkup, at least half of respondents in both counties knew about each of the standard services provided during a Child and Teen Checkup, and at least 60 percent of these respondents noted that they had heard the information before today's WIC visit. Fewer respondents remembered hearing about the dental check, although still over half knew about this service. A large majority of respondents in both counties (over 90% in most cases) rated all the services as very important to them.

12. Child and Teen Checkups services that respondents have heard about and their perceptions of the importance of the item

"Have you heard that a doctor or nurse can "	Hennepin (N=184-186)		Ramsey (N=124-125)		Total (N=311)	
	Percent Yes	If yes, had you heard about this before today	Percent Yes	If yes, had you heard about this before today	Percent Yes	If yes, had you heard about this before today
Give immunizations?	91%	88%	88%	91%	90%	89%
Check development?	88%	85%	85%	84%	87%	84%
Check hearing?	85%	81%	88%	69%	86%	76%
Check vision?	81%	72%	87%	66%	84%	69%
Do a lead test?	73%	84%	73%	77%	73%	81%
Check teeth?	65%	75%	59%	62%	63%	70%

"Have you heard that a doctor or nurse can..."	Hennepin (N=167-185)			Ramsey (N=118-122)		
	Percent rating this item as:			Percent rating this item as:		
	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important
Give immunizations?	97%	2%	1%	98%	2%	0%
Check development?	98%	1%	1%	98%	2%	0%
Check hearing?	96%	4%	1%	98%	2%	0%
Check vision?	95%	4%	1%	96%	4%	0%
Do a lead test?	94%	6%	0%	97%	3%	0%
Check teeth?	88%	11%	1%	90%	7%	3%

Respondents' knowledge of Child and Teen Checkups program services provided by county staff

When asked about specific services provided by county staff at the Child and Teen Checkups Program (the Child and Teen Checkups coordinator), at least half of respondents in both counties had heard about these services. Three-quarters of respondents knew that they could get help finding a ride to the appointment. Two-thirds knew that could get help accessing an interpreter and help finding a dentist.

The types of services that participants rated as “most” important were:

- help finding transportation to the doctor’s office (33% overall; 31% in Hennepin County and 37% in Ramsey County)
- help finding a dentist (28% overall; 30% in Hennepin County and 27% in Ramsey County).

An even greater percentage of respondents in each county stated that they might need help in these areas, even if they didn’t rate them as the most important.

When asked about specific services provided by county staff at the Child and Teen Checkups Program, many respondents had heard about these services. However, much of this information was new to the respondent today.

13. Child and Teen Checkups Program services that respondents have heard about and their perceptions of the importance of the item, all participants

“I’m going to read a list of different kinds of help provided by the county Child and Teen Checkups staff. Have you heard that you can. . . ” N=311	Percent Yes	Heard about this before today	Do you think you might need this kind of help? Percent Yes	Which of these kinds of help is the <u>most</u> important to you?*
Get help finding a ride to the C & TC visit at the doctor’s office?	74%	44%	52%	33%
Get an interpreter for your visit?	69%	57%	26%	15%
Get help finding a dentist?	68%	43%	54%	28%
Get help finding a clinic?	64%	46%	33%	18%
Get help making an appointment?	58%	41%	32%	6%

**Note: For this part of the question, respondents could only give one answer. Thus the forth column totals 100 percent. The left three columns were asked separately, and thus total more than 100 percent.*

14. Child and Teen Checkups Program services that respondents have heard about and their perceptions of the importance of the item, Hennepin County participants

“I’m going to read a list of different kinds of help provided by the county Child and Teen Checkups staff. Have you heard that you can...”	Hennepin (N=182-186)			Which of these kinds of help is the <u>most</u> important to you? N=186
	Percent Yes	(If yes to previous question,) Have you heard about this <u>before</u> today	Do you think you might need this kind of help? Percent Yes	
Get help finding a ride to the C & TC visit at the doctor’s office?	78%	59%	57%	31%
Get an interpreter for your visit?	70%	85%	28%	13%
Get help finding a dentist?	75%	60%	62%	30%
Get help finding a clinic?	71%	69%	39%	20%
Get help making an appointment?	64%	74%	36%	7%

***Note:** For this part of the question, respondents could only give one answer. Thus the forth column totals 100 percent. The left three columns were asked separately, and thus total more than 100 percent.

15. Child and Teen Checkups Program services that respondents have heard about and their perceptions of the importance of the item, Ramsey County participants

“I’m going to read a list of different kinds of help provided by the county Child and Teen Checkups staff. Have you heard that you can...”	Ramsey (N=121-125)			Which of these kinds of help is the <u>most</u> important to you? N=120
	Percent Yes	(If yes to previous question,) Have you heard about this <u>before</u> today	Do you think you might need this kind of help? Percent Yes	
Get help finding a ride to the C & TC visit at the doctor’s office?	69%	61%	47%	37%
Get an interpreter for your visit?	68%	83%	23%	17%
Get help finding a dentist?	57%	72%	45%	27%
Get help finding a clinic?	55%	76%	26%	16%
Get help making an appointment?	50%	64%	27%	3%

***Note:** For this part of the question, respondents could only give one answer. Thus the forth column totals 100 percent. The left three columns were asked separately, and thus total more than 100 percent.

Respondents' perceptions of key motivating factors for them to take their child for a Child and Teen Checkup

Participants were asked to state the one thing that they had heard during their WIC visit that would most make them want to take their child in for a Child and Teen Checkup. Respondents gave a variety of answers to this open-ended question.

- In Hennepin County, 22 percent of respondents mentioned immunizations and 15 percent identified growth and development as motivating factors.
- In Ramsey County, 28 percent of respondents mentioned the growth and development check, 16 percent mentioned lead tests, and 10 percent mentioned immunizations as motivating factors. Other commonly mentioned factors included vision, hearing, and dental checks.

16. In their own words: the one thing respondents have heard that would MOST make them want to take their child in for a Child and Teen Checkup

	Hennepin N=184		Ramsey N=125		Total N=311	
	Number	Percent	Number	Percent	Number	Percent
C & TC does a growth and development check	28	15%	34	28%	62	20%
C & TC does immunizations	40	22%	13	10%	53	17%
C & TC does a lead test	18	10%	19	16%	37	12%
All of them are important	19	10%	12	10%	31	10%
C & TC does a vision check	17	9%	12	10%	29	9%
C & TC is more in-depth	17	9%	2	2%	19	6%
C & TC does a hearing check	8	4%	11	9%	19	6%
C & TC does a dental check	14	8%	4	3%	18	6%
Don't know	2	2%	5	4%	7	2%
C & TC helps to keep the child healthy; teaches how to care for child	1	1%	5	4%	6	2%
C & TC checks general health and well-being of child	4	2%	2	2%	6	2%
Checks for specific problems or diseases	1	1%	2	2%	3	1%
C & TC does lab tests; checks blood	2	1%	-	-	2	1%
Mental health	-	-	2	2%	2	1%
Should get a C & TC when child is very sick	2	1%	-	-	2	1%
Ear infections	2	1%	-	-	2	1%
Must ask specifically for this type of visit	-	-	1	1%	1	0%
Learn about nutrition; what child should be eating	1	1%	-	-	1	0%
WIC staff said child should get regular Checkups	1	1%	-	-	1	0%
It is available until the child reaches age 21	1	1%	-	-	1	0%
It is a free Checkup	-	-	1	1%	1	0%
Seeing the same doctor; consistency	1	1%	-	-	1	0%
Prevention: the visits protect the kids now so they don't get sick in the future	1	1%	-	-	1	0%
They told me about it or asked if I knew about it	1	1%	-	-	1	0%
The friendly environment	1	1%	-	-	1	0%
The records can be check in the future if needed	1	1%	-	-	1	0%
Have not had a visit yet	1	1%	-	-	1	0%

Note: Respondents were asked an open-ended question and could give multiple responses. Responses were grouped into categories.

Figure 16 groups verbatim responses into categories in order that we may more easily see the number of participants that gave similar responses. The following are some representative verbatim responses to the question asking respondents to identify the one thing that would be most motivating for them to take their child in for a Child and Teen Checkup.

Probably for immunizations and a general checkup. To make sure that they are healthy.

I think the blood check for lead and diabetes.

Check the growth and development.

Everything, but his growth in general is important.

To prevent disease and illness, immunizations.

The extra time so you are not pushed and rushed.

Everything is important but checking weight is most important, because one of my daughters has a weight problem. Also vision, hearing checks.

I think the blood check for lead and diabetes.

The immunizations and the lead tests because there is lead in the toys, and development.

They do checkups for older children and babies as well to make sure they're healthy.

Just that it's a more thorough checkup and that they probably need it every year or so. Also if they offer a gift certificate for doing this kind of checkup.

That they do more than the regular doctor. Check the teeth. The regular doctor doesn't check that.

The overall screening. It is all the same to me. The total package. It is not one more than the other. They all fall in line. They all coincide with one another.

Record of his development. Because it is a record of his development for his stages. It is tracked. His medical records could be checked in the future if it is ever needed.

Lab test – helpful to know if hemoglobin levels for example are low or normal. No way to know otherwise.

That they give me information about safety, like things to do and not do, and what to have them eat.

I don't know. I'm still not understanding the difference. When we do a well-visit it is the same thing.

The best methods for families to learn about Child and Teen Checkups

Nearly all respondents in both counties (98% in both Hennepin and Ramsey) mentioned WIC as a helpful way for them to learn about Child and Teen Checkups. Eight in 10 respondents also felt that letters in the mail and referrals from friends and family were effective methods for learning about Child and Teen Checkups.

17. Respondents' ratings of helpful methods for learning about Child and Teen Checkups

"Is it helpful for you to learn about Child and Teen Checkups."	Percent Yes	
	Hennepin N=186	Ramsey N=125
From WIC	98%	98%
From a letter sent to you?	87%	82%
From friends or family (word of mouth)?	79%	82%
From a phone call?	72%	64%
From posters or ads?	68%	69%
From a home visit?	57%	62%
From doctors, doctor's office, hospital, clinic	34%	47%
From the media (TV or radio)	18%	8%
Website/email/internet	18%	14%
At school	14%	5%
From someplace else*	31%	31%
At a store or place of business	7%	3%
From MFIP people/welfare office	7%	3%
Community health fair	2%	3%
From meetings or appointments	2%	11%

Note: *For "someplace else" these respondents commonly noted: doctors office or clinic; website or email; media sources; and stores or places of business. These were already answered in previous questions. Only new items are listed.

Analysis of differences in responses between parents who were in for their first appointment versus repeat WIC visitors

Survey interviewers gathered information about whether or not each respondent was receiving information from WIC staff for the first time or if they had been to the clinic for an appointment before. WIC staff and research staff hypothesized that repeat users of the WIC clinic may have gained more knowledge about the importance of Child and Teen Checkups. In the next section, survey data for first appointment and repeat (recertification) appointments are analyzed separately.

Overall, only 13 percent of respondents interviewed were at the clinic for their first appointment. The vast majority had received information at a visit at least once before.

18. First WIC Appointment versus Recertification Appointment

N=307	Number	Percentage
First Appointment	41	13%
Repeat	266	87%

When asked about Child and Teen Checkup visits in the past year, a larger percentage of repeat WIC appointment respondents had taken their child for a C & TC visit (64% of repeat WIC visitors versus 44% of first time WIC visitors). This difference was statistically significant ($p < .05$).

19. Visited the clinic for a Child and Teen Checkup within the past year, first time versus repeat visitors

	First Time N=41		Repeat N=263	
	Number	Percent	Number	Percent
Yes	18	44%	169	64%
No	23	56%	94	36%

WIC staff were also interested in whether or not parents asked for a Child and Teen Checkup by name, when making an appointment. About half of the respondents who had taken their child in for an appointment in the past year asked for the Child and Teen Checkup by name.

20. Of those who took their child for an appointment, respondents who asked for a “Child and Teen Checkup” by name, first time versus repeat visitors

	First Time N=18		Repeat N=169	
	Number	Percent	Number	Percent
Yes	9	50%	76	46%
No	9	50%	89	54%
Don't know	0	0%	4	2%

First time and repeat visitors' perceptions of what they were told by WIC clinic staff about Child and Teen Checkups

Large numbers from both groups reported that their WIC staff person talked with them today about Child and Teen Checkups. Both groups similarly reported the types of information WIC staff told them about Child and Teen Checkups, and more than three quarters of respondents in both categories stated that the information provided to them by WIC staff was very helpful.

21. Respondents who reported that their WIC staff person talked with them about Child and Teen Checkups today, first time versus repeat visitors

	First Time N=41		Repeat N=264	
	Number	Percent	Number	Percent
Yes	40	98%	251	95%
No	1	2%	13	5%

22. In respondents' own words: what WIC staff told them today about Child and Teen Checkups, first time versus repeat visitors

	First Time N=40		Repeat N=249	
	Number	Percent	Number	Percent
C & TC is more in-depth	14	35%	89	36%
Must ask specifically for this type of visit	6	15%	39	16%
C & TC does a hearing check	3	7%	40	16%
WIC staff gave information; gave brochure	5	13%	37	15%
C & TC does a vision check	5	12%	35	14%
C & TC does immunizations	3	7%	28	11%
They will provide transportation	7	18%	25	10%
C & TC does a dental check	4	10%	25	10%
They will help me make appointments	3	7%	26	10%
WIC staff said child should get regular Checkups	2	5%	20	8%
C & TC does a lead test	1	2%	19	8%
WIC staff said it was important	2	5%	15	6%
C & TC checks the general health and well-being of child	3	7%	14	6%
C & TC does a growth and development check	2	5%	15	6%
It is a free Checkup	2	5%	12	5%
WIC staff told me about it or asked if I knew about it	-	-	14	6%
C & TC helps to keep the child healthy and teaches how to care for child	2	5%	9	4%
It is available until the child reaches age 21	3	7%	8	3%
Learn about nutrition; what child should be eating	1	2%	9	4%
They will help me find a clinic	4	10%	5	2%
I'm in the program	-	-	9	4%
C & TC does lab tests; checks blood.	1	2%	7	3%
Seeing the same doctor; consistency	1	2%	3	1%
There are recommended ages for Child and Teen Checkups	1	2%	4	2%
WIC worker wasn't clear; didn't explain	2	5%	2	1%
C & TC checks for specific problems	-	-	3	1%
They will provide an interpreter	1	3%	2	1%

Note: Respondents were asked an open-ended question and could give multiple responses. Responses were grouped into categories by research staff. Items mentioned by only one respondent are not included in this table.

23. Helpfulness of the information, first time versus repeat visitors

	First Time N=40		Repeat N=249	
	Number	Percent	Number	Percent
Very helpful	31	77%	205	82%
A little helpful	7	18%	34	14%
Not helpful	2	5%	10	4%

First time and repeat visitors' perceptions of what they learned about Child and Teen Checkups

Because of the many sources of Child and Teen Checkup information, respondents were asked to identify what new information they learned about C & TC from their WIC worker during this most recent appointment. It makes sense that a larger number of first appointment respondents (67% versus 55% of repeat visitors) reported that they had learned something new. When asked to talk about what they had learned in their own words, over a quarter of respondents from the repeat group mentioned the in-depth, complete nature of the appointment. Other common responses were that they must ask for the Child and Teen Checkup by name, that they can get help with transportation, and that the appointment provides specific services such as dental, hearing, and vision checks.

24. Respondents who reported that they learned something new today about Child and Teen Checkups, first time versus repeat visitors

	First Time N=39		Repeat N=250	
	Number	Percent	Number	Percent
Yes	26	67%	138	55%
No	13	33%	112	45%

Note: Only respondents who reported that their WIC staff person talked with them today about Child and Teen Checkups were asked this question.

25. In respondents' own words: NEW things that they learned from WIC staff today about Child and Teen Checkups, first time versus repeat visitors

	First Time N=26		Repeat N=134	
	Number	Percent	Number	Percent
C & TC is more in-depth	5	19%	38	28%
Must ask specifically for this type of visit	4	15%	16	12%
They will provide transportation	2	8%	18	13%
C & TC does a dental check	3	11%	15	11%
C & TC does a hearing check	1	4%	16	12%
C & TC does a vision check	1	4%	15	11%
WIC staff told me about it or asked if I knew about it	6	23%	9	7%
Learn about nutrition; what child should be eating	-	-	9	7%
C & TC does a lead test	1	4%	8	6%
They will help me make appointments	1	4%	6	5%
WIC staff said child should get regular Checkups	1	4%	6	5%
C & TC does a growth and development check	2	8%	4	3%
C & TC helps to keep the child healthy and teaches how to care for child	-	-	6	5%
It is available until the child reaches age 21	-	-	6	5%
C & TC does immunizations	1	4%	4	3%
It is a free Checkup	-	-	5	4%
C & TC does lab tests; checks blood	1	4%	2	1%
There are recommended ages for Child and Teen Checkups	-	-	4	3%
They will help me find a clinic	2	8%	1	1%
I think Checkups are the same	-	-	2	2%
Mental health	-	-	3	2%

Note: Respondents were asked an open-ended question and could give multiple responses. Responses were grouped into categories by research staff. Items mentioned by only one respondent are not included in this table.

When asked about specific services provided at a Child and Teen Checkup, most respondents from both groups had heard about the various services provided and most rated these services as “very important” to them. Fewer first time appointment respondents had heard that Child and Teen Checkups provide hearing, vision, and dental checks.

26. Child and Teen Checkup services that first time and repeat visitors have heard about and their perceptions of the importance of the item

“Have you heard that a doctor or nurse can ”	First Time (N=40-41)		Repeat (N=263-266)	
	Percent Yes	If yes, had you heard about this before today	Percent Yes	If yes, had you heard about this before today
Give immunizations?	89%	74%	90%	91%
Check development?	85%	69%	87%	87%
Check hearing?	73%	77%	88%	75%
Check vision?	70%	54%	86%	71%
Do a lead test?	68%	89%	74%	80%
Check teeth?	51%	67%	64%	71%

“Have you heard that a doctor or nurse can...”	First Time N=40			Repeat N=258-262		
	Percent rating this item as:			Percent rating this item as:		
	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important
Give immunizations?	95%	3%	2%	98%	1%	1%
Check development?	97%	3%	0%	97%	2%	1%
Check hearing?	97%	3%	0%	96%	3%	1%
Check vision?	97%	3%	0%	95%	4%	1%
Do a lead test?	90%	10%	0%	96%	4%	0%
Check teeth?	95%	5%	0%	87%	10%	3%

Most respondents were aware of the services provided by the Child and Teen Checkups staff at the Child and Teen Checkups Program. Respondents who were at their first WIC appointment were less likely than recertification clients to have heard about each of the services of the Child and Teen Check up program prior to their WIC appointment that day. Both first time WIC visitors and recertification visitors believed that transportation to doctors' appointments and help finding a dentist were the most important services that the Child and Teen Checkups staff could provide.

27. Child and Teen Checkups Program services that respondents have heard about and their perceptions of the importance of the item, first time and repeat visitors

"I'm going to read a list of different kinds of help provided by the county Child and Teen Checkups staff. Have you heard that you can..."	Percent Yes	If yes, Had you heard about this <u>before</u> today?	First Time (N=41)	Which of these kinds of help is the <u>most</u> important to you?
			Do you think you might need this kind of help? Percent Yes	
Get help finding a ride to the C & TC visit at the doctor's office?	76%	45%	57%	40%
Get an interpreter for your visit?	63%	58%	20%	2%
Get help finding a dentist?	63%	46%	65%	33%
Get help finding a clinic?	68%	50%	44%	20%
Get help making an appointment?	41%	56%	30%	5%

"I'm going to read a list of different kinds of help provided by the county Child and Teen Checkups staff. Have you heard that you can..."	Percent Yes	If yes, had you heard about this <u>before</u> today?	Repeat (N=261-266)	Which of these kinds of help is the <u>most</u> important to you? N=260
			Do you think you might need this kind of help? Percent Yes	
Get help finding a ride to the C & TC visit at the doctor's office?	74%	61%	53%	32%
Get an interpreter for your visit?	70%	88%	28%	16%
Get help finding a dentist?	68%	66%	53%	28%
Get help finding a clinic?	64%	75%	32%	18%
Get help making an appointment?	61%	72%	33%	6%

First time and repeat visitors' perceptions of key motivating factors for them to take their child for a Child and Teen Checkup

Participants were asked to state the one thing that could be told to them that would most make them want to take their child in for a Child and Teen Checkup. Respondents gave a variety of answers to this open-ended question.

- Twenty percent of first appointment respondents mentioned immunizations as a motivating factor.
- Twenty-one percent of repeat appointment respondents mentioned the growth and development checks done at Child and Teen Checkups as motivating to them.

Others commonly mentioned the fact that the Child and Teen Checkup is a more in-depth check up, lead tests, as well as vision, hearing, and dental checks.

28. The one thing respondents have heard that would MOST make them want to take their child in for a Child and Teen Checkup

	First Time N=41		Repeat N=261	
	Number	Percent	Number	Percent
C & TC does a growth and development check	6	15%	55	21%
C & TC does immunizations	8	20%	45	17%
C & TC does a lead test	3	7%	33	13%
All of them are important	2	5%	29	11%
C & TC does a vision check	4	10%	24	9%
C & TC is more in-depth	6	15%	13	5%
C & TC does a hearing check	2	5%	17	7%
C & TC does a dental check	2	5%	16	6%
C & TC helps to keep the child healthy; teaches how to care for child	-	-	6	2%
C & TC checks general health and well-being of child	1	2%	5	2%
Checks for specific problems or diseases	2	5%	1	1%
C & TC does lab tests; checks blood	-	-	2	1%
Mental health	-	-	2	1%
Should get a C & TC when child is very sick	-	-	2	1%
Ear infections	-	-	2	1%

Note: Respondents were asked an open-ended question and could give multiple responses. Responses were grouped into categories by research staff. Items mentioned by only one respondent are not included in this table.

There were no large differences between first time and repeat WIC visitors in their ratings of helpful methods for learning about Child and Teen Checkups. Nearly all respondents in each group (98%) mentioned WIC as a helpful way for them to learn about Child and Teen Checkups.

29. Respondents' ratings of helpful methods for learning about Child and Teen Checkups

"Is it helpful for you to learn about Child and Teen Checkups..."	Percent Yes	
	First Time N=41	Repeat N=266
At WIC?	98%	98%
From a letter sent to you?	93%	84%
From a phone call?	73%	69%
From a home visit?	54%	60%
From posters or ads?	66%	69%
From friends or family (word of mouth)?	76%	81%

Analysis of responses by whether parents had visited a clinic for a Child and Teen Checkup within the past year

The first question on the survey asked respondents whether they had taken their child in for a Child and Teen Checkup in the past year. Six in 10 WIC participants surveyed had visited a clinic for a Child and Teen Checkup within the previous year. Researchers and WIC staff felt that there might be some differences in perceptions between those parents who had taken their children in for a C & TC visit versus those who had not taken their children in for a recent visit.

An examination of the data shows only one significant difference in responses between those who had taken their child for a Child and Teen Checkup in the past year and those who had not. Parents who had NOT taken any of their children in for a visit in the past year were more likely to say that they learned something new today about Child and Teen Checkups (65% of non-Child and Teen Checkup users versus 53% of Child and Teen Checkup users; $p < .05$). However, on nearly every other item, respondents in both groups answer similarly. An analysis of each question, by group, is included in the appendix.

Findings from focused discussion group with WIC parents

Methods

Wilder Research staff conducted three focus groups with WIC parents in December 2007 and January 2008. Parents were asked at the time of the in-person interview whether they would be willing to be contacted for participation in a focus group. Those who agreed were contacted and recruited by telephone. Some of the respondents who volunteered at the time of the survey were unavailable or otherwise unable to participate in the focus groups. The figure below shows the participation rates for the focus groups.

30. Rates of participation in the focus groups

N=15	Number selected and called	Number who were contacted and agreed	Number who were contacted and could not participate	Number who were called but not reached	Number of actual participants
Focus Group 1 (Spanish-speakers, Latino parents)	24	18	3	3	8
Focus Group 2 (English-speakers, multi-racial)	53	17	12	24	4
Focus Group 3 (English speakers, multi-racial)	29	6	6	17	3
Total	106	41 (38%)	21	44	15 (14%)

Two groups were conducted in English and one was conducted in Spanish. In all, 15 individuals participated in the focus groups (36% of persons who agreed to participate by phone). Each focus group lasted between 60 and 90 minutes. At the end of each discussion, all participants received a \$25 Target gift certificate for their participation and \$5 cash as reimbursement for child care expenses. The figure below shows the number of participants, gender, and location of the group.

31. Focus group participants

N=15	Number of participants	Women	Men	Location
Focus Group 1 (Spanish-speakers, Latino parents)	8	7	1	Minneapolis
Focus Group 2 (English-speakers, multi-racial)	4	2	2	St. Paul
Focus Group 3 (English speakers, multi-racial)	3	3	0	Brooklyn Park

Each focus group was led by a trained facilitator. A trained note-taker was also present during the conversation to take notes throughout the discussion. For the Spanish-speaking focus group, a bilingual staff member took notes during the conversation and translated the notes to English for analysis. The facilitator subsequently reviewed the notes.

The purpose of the focus groups was to obtain more detailed information regarding parents' understanding of Child and Teen Checkups and their motivations for participating in the program. A copy of the complete discussion guide is included in the Appendix. Feedback from focus group discussions were summarized into key themes, which are described in the next section of this report.

Feedback from parents participating in the focus groups

- All focus group participants said that they had a regular clinic that they go to.
- 13 of 15 focus group participants said that they had taken their children in for a Child and Teen Checkup in the past year.

However, participants had taken some of their children, but not others to Child and Teen Checkup appointments. There was also confusion about the difference between Child and Teen Checkup visits and well-child checkups as well as that Child and Teen Checkups are free.

The following are the major themes from the focus group discussions. Direct quotes are included to provide more detail about each of these themes.

Many parents have a general understanding of Child and Teen Checkups, but may be confused about the difference between a Child and Teen Checkup and a regular well-child checkup.

Most focus group participants were able to recall in general terms what a Child and Teen Checkup is. Also, many could describe some of the specific components of a Child and Teen Checkup. In fact, 13 of the 15 focus group participants had taken at least one of their children in for a Child and Teen Checkup within the past year. When asked what they thought of Child and Teen Checkups, participants made the following comments:

[Child and Teen Checkups] are good. You get the gift card the first time you go.

I like the lead test.

They are very helpful. Hearing [problems] run in my family...so I like that [Child and Teen Checkups] check for that kind of thing.

However, there were a number of participants who expressed confusion with regard to the difference between a “well-child checkup” and a Child and Teen Checkup. Others, particularly in the Spanish-speaking focus group, questioned if the Child and Teen Checkup was the same as a school checkup and/or a regular checkup at a doctor’s office. For example, one mother stated:

When I call [the clinic] they ask if it is for ‘well child’, and I say yes. I guess I never really knew there was a difference.

I thought that the checkup my children received for school was better [than a Child and Teen Checkup] because they were able to tell me what immunizations my children were missing and needed to get.

There are barriers (perceived and real) that prevent parents from taking their children in for a Child and Teen Checkup.

Participants thought that transportation was an obstacle to utilizing Child and Teen Checkup services. The following quotes represent parents’ perspectives on transportation:

If you have no transportation, it is hard.

Transportation would be helpful...for those who don’t drive. I drive, but I have friends and family members who don’t and they ask me for rides to appointments. I try to help them out, but sometime with work and taking care of the kids, I can’t.

Providing transportation would help...that is the biggest problem for some people.

In one focus group, this led to discussion as to whether or not transportation is provided for Child and Teen Checkups. While transportation services are provided for Child and Teen Checkups, some participants believe that it is not.

Health insurance status was a barrier mentioned most often in the Latino focus group. Several respondents cited that they did not have medical assistance (MA) and therefore could not afford to take their children in for a Child and Teen Checkup. Language also surfaced as a barrier within this cohort. Some mentioned having received information about Child and Teen Checkups in the mail but were unable to understand it because the brochure was in English.

Perception of the necessity of Child and Teen Checkups and understanding of when it is appropriate to seek physician care proved to be a barrier for some respondents. Several participants explained that they only take their children to the doctor when they are sick. This belief compounded with uninsured status may cause some parents to be even less likely to use Child and Teen Checkup services. Other parents expressed confusion on how often or at what intervals or stages in development their children require a checkup

You mostly only go there [the doctor's office] when you are sick. I don't really go any other times.

I don't even know when I'm supposed to take them [her children] in for a checkup, I don't really keep track of the dates.

They send notices and reminders so often to me, that I have tried to bring her in, and they say that I have already done it. I thought I could get another gift card.

If I went to the clinic every time they tell me to go, I would lose my job.

There is confusion related to the costs associated with Child and Teen Checkups

In all three focus groups, there was significant confusion about the cost associated with Child and Teen Checkups. In the Spanish-speaking group, a participant remarked that some people are afraid of getting bills because they are not sure if the Checkup is free or not. In this group, the issue of whether the Checkup is truly free was a big question. Some parents talked about times when their families lost insurance (for example, due to Child Support issues and eligibility). They were unsure about whether they could access Child and Teen Checkups during this time. A number of these participants felt that it would be good to tell people about programs that could help them pay for Checkups (such as Medical Assistance and Assured Access). This would help parents want to take their child in for a Checkup.

In another group, participants were directly asked about whether Child and Teen Checkups being free of cost was a motivating factor for them. All of the parents in this small group did not realize that it was free.

There is no co-pay fee? [facilitator: “yes”] I wasn’t aware of that. We all have insurance.

They probably don’t want people to know that it is free.

In a third focus group, participants felt that “cost” was the difference between Child and Teen Checkups and well-child visits. One participant stated:

The difference is the cost. I asked. The Child and Teen Checkup is way more comprehensive – they do things like the lead test. . . Well-child costs more and they do less.

There is motivation for accessing Child and Teen Checkups

For those that confirmed that they had used the Child and Teen Checkup service within the past year, all cited similar motivations for doing so. There were four major patterns throughout the focus groups. First, many parents mentioned that a family history of diseases such as diabetes, hearing problems, and sickle cell anemia motivated them to regularly use the Child and Teen Checkup services. Several parents also mentioned that prevention is important:

...I am big on preventative health. It is the best way to go. There is diabetes in the family and I want to catch things early.

Others cited the comprehensiveness of the exam and the fact that they have increased interaction time with the physician during the visit as a motivating factor in their use of Child and Teen Checkups. Many parents of younger children (under age 4) also mentioned that they were motivated by the desire to both monitor and understand the growth and development of their children. A mother of twins stated:

With two infants, I do it frequently [Child and Teen Checkups]. I worry about the hearing thing too, it runs in my family. The Child and Teen Checkup is more comprehensive, I can count on it to check out everything.

Feedback about effective messages to motivate parents

Parents had several suggestions about the best messages to you with parents. Parents felt that the following should be emphasized:

- The visit is free. One suggested script wording was: “Did you know your Child and Teen Checkup is free?”
- They monitor growth and development at the visit.
- You get more time with the doctor.
- Transportation is provided.
- Child and Teen Checkups are more comprehensive.
- You can catch something early. You should be consistent when you go to the doctor. Two suggested scripts were: “It is good to go to the doctor, so you can catch something early” and “You should take your children, so they don’t get sick and die.”

Parents also felt that WIC staff could try to make the messages relevant to their situations. For example, if their child needed it for school or if there was a particular concern with the family.

The best ways to learn about Child and Teen Checkups.

The survey results demonstrated that in all three analyses (by county, by first time appointment versus follow up and by recent user of Child and Teen Checkups versus non-user) approximately 98 percent of respondents mentioned WIC as a good way for them to learn about Child and Teen Checkups. Similarly, the focus group discussions offered WIC as a good way to learn about Child and Teen Checkups. Some of the comments included:

WIC is face to face. You get to know your WIC representative. You know WIC is for children, so you know it is in your child’s best interest.

Consistent discussion throughout the three focus groups also uncovered other ways that may be helpful for parents to learn about Child and Teen Checkups. Many focus group participants cited that learning about Child and Teen Checkups at their child’s school would be effective.

Do it [advertise for C & TC] at schools. They [schools] just tell you about the shots you should have.

Mailings was also a recurrent theme although responses were not consistent. Some found mailings to be helpful while others mentioned that it was easy to throw it away. Like mail, email as a method of learning about Child and Teen Checkups was also inconclusive. Participants in several of the groups thought email would be a good method of communication while others argued that the messages may end up as “spam” and get deleted.

Word of mouth was seen as an important tool for learning about Child and Teen Checkups. Several participants offered that they tell friends about Child and Teen Checkups quite often. In the Spanish-speaking focus group, participants agreed that it would be useful to learn about Child and Teen Checkups through the local Spanish television station. Parents would also appreciate learning more about Child and Teen Checkups at their doctor’s office or primary care clinics.

When asked about effective approaches, not widely used currently, related to getting the message out about Child and Teen Checkups, parents suggested the following:

- Email reminders (helpful for some, but not others)
- Magnets with significant and important milestones for growth and development
- A comprehensive booklet that helps parents have information in one place: when they need to bring their child in for a checkup, what to expect at that checkup, and when the next check up will be. Some parents wanted something tangible that keeps track of their child’s health information.
- An online system similar to “Baby tracks” (similar to the booklet suggested above but in an online format)
- Index cards on a ring similar to the WIC recipe cards that would provide information on milestones and growth and development with reminders inserted on when the next checkup should be and why.
- Posters and signs at doctors offices and clinics

Feedback about their home clinic

As stated previously, all parents stated that they have a regular clinic. One of the opening focus group questions asked parents if there was anything their clinic could be doing to get them to go more. Several parents across all three focus groups expressed concern that the waiting time in the clinics is often too long. Additionally, some expressed dissatisfaction with the thoroughness of the examinations stating that their doctor often rushes through the exam, failing to spend sufficient time with the child. Difficulty scheduling appointments and long waits to see a particular doctor were also cited as a barrier. However, some offered that this was not a problem if they were willing to be seen by a different doctor. Participants in the Spanish-speaking focus group had concerns related to the lack of warmth of reception staff. One respondent felt that it would be helpful if their clinic had separate waiting areas for healthy and sick patients.

Limitations

This report included information gathered from a survey instrument designed by Wilder Research staff, representatives of Hennepin and Ramsey County and the Minnesota Department of Human Services. While the development and methodology of the instrument was rigorous, the following limitations should be considered:

- The notion that individual behaviors may be altered because they know they are being studied has been well documented. In order to avoid this temporary change to behavior or performance the research team did not assess participant's knowledge of Child and Teen Checkups before the intervention. Therefore, no baseline was established in which to compare the survey results. Although limiting in some aspects, the risk that the survey (interview) might have more of an impact than the actual intervention outweighed this.
- It is also important to be aware that the WIC parents involved in this study are receiving messages about Child and Teen Checkups from a variety of sources and outreach efforts, making it difficult to assess the WIC intervention independently.

In addition, this report included information gathered from three focus groups of Hennepin and Ramsey County parents. These individuals were recruited to represent the views and perspectives of each county's diverse population. However, the following limitations should be considered:

- All focus group participants were invited to discuss their views and opinions about the outreach that is done to encourage families to get Child and Teen Checkups for their children. Individuals who agreed to participate in this conversation may have had more knowledge of Child and Teen Checkups than the general population. Therefore, potential interventions should not assume all parents share the same level of understanding.
- Focus group participants were recruited from a variety of WIC clinics. Although efforts were made to accommodate the schedules of parents and address other barriers to participation, some parents likely did not have enough time to participate in these discussions. As a result, the findings from these focus groups may not accurately represent the perspectives of parents who had greater barriers to participation, such as parents who work multiple jobs or have limited transportation options or were without childcare.

- Although the focus groups were not designed to be gender-specific, only 4 of 15 participants were male in any of the three discussions. Potential differences in knowledge, intention, or perceived barriers to Child and Teen Checkups related to gender cannot be assessed in this report.
- Attempts were made to recruit diverse groups of parents to participate in the focus group discussions throughout Hennepin and Ramsey Counties. Therefore, the results are not representative or generalizable towards a specific cultural group.

Conclusion and issues to consider

The results of this study demonstrate that overall, most parents have some knowledge of the Child and Teen Checkups program and its benefits. After a visit to the WIC visit, parents have a good understanding of the messages about Child and Teen Checkups that are given them by WIC staff. Most parents, in both surveys and focus groups, report that they took their child in for a Child and Teen Checkup in the previous year. In terms of their perceptions of the value of Child and Teen Checkups, there were no significant differences in the responses of parents who taken their children in for a Child and Teen Checkup in the past year and those who had not. Overall, results of surveys and focus group show:

- Many parents have a general understanding of Child and Teen Checkups, but may be confused about the difference between a Child and Teen Checkup and a regular well-child checkup.
- There are barriers (perceived and real) that prevent parents from taking their children in for a Child and Teen Checkup. These include transportation, confusion about cost of care, and time associated with appointments.
- Parents feel motivated by many factors to access Child and Teen Checkups. They are particularly swayed by messages related to the comprehensive, thorough nature of the visit and that visits may screen for more serious health and developmental issues.

In focus groups and surveys, parents gave feedback about several key messages that may be effective when marketing Child and Teen Checkups to WIC parents. These include:

- **Prevention:** Parents were interested in the idea of prevention of more serious health problems. They expressed interest in getting a clearer understanding of their child's growth and development. Parents felt that it would be important that outreach messages demonstrate that the purpose of the checkup is to identify and treat health and developmental problems early.
- **A Child and Teen Checkup is a comprehensive exam:** The vast majority of parents mentioned something related to Child and Teen Checkups being a "complete" or "comprehensive" physical exam that included immunizations, hearing, vision and dental checks, lab tests, development and growth checks, and identification and treatment of health problems. Many parents wished to have more one-to-one attention from their doctor and felt that this would happen at a Child and Teen Checkup. This message seemed extremely effective with parents.

- **Provide parents and caregivers with practical reasons as to why a Child and Teen Checkup will be beneficial:** Feedback from parents appears to show that outreach strategies should focus more on conveying the tangible benefits of using the Child and Teen Checkups program. For example, parents were interested in the need for eye-glasses, medicines, and physical exams required for school or daycare or sports teams. Also, parents were interested in how Child and Teen Checkups were relevant for children of differing ages.
- **Use a variety of communication strategies to share the information with parents:** Most of the focus group participants agreed that contact with the WIC clinics was an very effective way to learn about Child and Teen Checkups. In addition, parents felt that the mailings they receive are helpful. In focus groups, parents had mixed reactions to other methods with several suggestions related to new or enhanced methods for parents to track when they should go in for their visits and why. In addition, all of the Hispanic/Latino focus group participants agreed that advertisements and information about Child and Teen Checkups should be put on a local Spanish television station (such as channel 13) as well as Spanish radio and newspaper.

Finally, parents who participated in focus groups gave feedback about what they felt were the most effective messages to motivate parents to participate in Child and Teen Checkups. These messages, many of which have been used by WIC staff, include the following:

- Emphasize that the visit is free. One suggested script wording was: “Did you know your Child and Teen Checkup is free?”
- Tell parents that Child and Teen Checkups monitor growth and development at each visit. Tell them that the visits are more comprehensive than regular visits.
- Emphasize that families will get more one-to-one time with their doctor.
- Tell parents that transportation is provided.
- Parents will be motivated if you tell them that you can catch something early

Parents also felt that WIC staff could try to make the messages relevant to their situations (for example, tell parents when a visit is required for school or sports or relate the visit to a particular concern with the family such as a history of diabetes or obesity).

Appendix

Summary of survey data by whether parents had visited a clinic for a Child and Teen Checkup visit within the past year

Survey Instrument

Focus group description

Focus group questions

Summary of survey data by whether parents had visited a clinic for a Child and Teen Checkup within the past year

As stated previously, there were no significant differences in responses between those who had taken their child for a Child and Teen Checkup in the past year and those who had not. However, this appendix includes the analysis for reference.

The first question on the survey asked respondents whether they had taken their child in for a Child and Teen Checkup in the past year. Researchers and WIC staff felt that there might be some differences in perceptions between those parents who had taken their children in for a C & TC visit (in short-hand, we identify them as “users” of C & TC services) versus those who had not taken their children in for a visit (in short-hand, we identify these respondents as “non-users” in the following section). Six in 10 WIC participants surveyed had visited a clinic for a Child and Teen Checkup within the previous year.

A1. Visited the clinic for a Child and Teen Checkup within the past year

	Number	Percent
Recent User (Yes)	189	61%
Non-User (No)	119	39%

Respondents’ perceptions of what they were told by WIC clinic staff about Child and Teen Checkups

Large numbers from both groups reported that their WIC staff person talked with them today about Child and Teen Checkups.

A2. Respondents who reported that their WIC staff person talked with them about Child and Teen Checkups today

	Recent User N=188		Non-User N=118	
	Number	Percent	Number	Percent
Yes	177	94%	115	98%
No	11	6%	3	2%

A3. In respondents' own words: what WIC staff told them today about Child and Teen Checkups, top responses of recent C&TC user and non-users

	Recent User N=176		Non-User N=114	
	Number	Percent	Number	Percent
C & TC is more in-depth	59	33%	45	40%
Must ask specifically for this type of visit	33	19%	12	10%
C & TC does a hearing check	20	11%	23	20%
WIC staff gave information; gave brochure	26	15%	15	13%
C & TC does a vision check	20	11%	20	18%
C & TC does immunizations	20	11%	12	10%
They will provide transportation	20	11%	12	11%
C & TC does a dental check	19	11%	11	10%
They will help me make appointments	19	11%	10	9%
WIC staff said child should get regular Checkups	15	9%	8	7%
C & TC does a lead test	13	7%	9	8%
WIC staff said it was important	13	7%	4	3%
C & TC checks the general health and well-being of child	13	7%	4	3%
C & TC does a growth and development check	10	6%	7	6%
It is a free Checkup	9	5%	5	4%
WIC staff told me about it or asked if I knew about it	6	3%	7	6%
C & TC helps to keep the child healthy and teaches how to care for child	8	5%	3	3%
I'm in the program	8	5%	1	1%

Note: Respondents were asked an open-ended question and could give multiple responses. Responses were grouped into categories by research staff. Items mentioned by less than five percent of respondents in each group are not included in this table.

A4. How helpful was this information?

	Recent User N=176		Non-User N=114	
	Number	Percent	Number	Percent
Very helpful	142	81%	95	83%
A little helpful	25	14%	16	14%
Not helpful	9	5%	3	3%

Respondents' perceptions of what they learned about Child and Teen Checkups

There are many sources of information about Child and Teen Checkup. Respondents were asked to identify what new things they learned about Child and Teen Checkups from their WIC worker during this most recent appointment. Fewer recent users of Child and Teen Checkups reported having learned something new from the WIC staff. When asked to talk about what they had learned in their own words, at least a quarter of respondents from each group mentioned the in-depth, complete nature of the appointment, and that they must ask for this type of visit by name. Other common responses across both groups were that they can get help with transportation, and that the appointment provides specific services such as dental, hearing, and vision checks. Both users and non-users seemed to learn similar new information about the Child and Teen Checkups program from the WIC staff, indicating that the parents may not have a clear understanding of the unique aspects of a Child and Teen Checkup even if their child has recently received one.

A5. Respondents who reported that they learned something new today about Child and Teen Checkups

	Recent User N=176		Non-User N=114	
	Number	Percent	Number	Percent
Yes	93	53%	74	65%
No	83	47%	40	35%

Note: Only respondents who reported that their WIC staff person talked with them today about Child and Teen Checkups were asked this question (see figure 7).

A6. In respondents' own words: NEW things that they learned from WIC staff today about Child and Teen Checkups

	Recent User N=91		Non-User N=72	
	Number	Percent	Number	Percent
C & TC is more in-depth	23	25%	22	31%
Must ask specifically for this type of visit	23	25%	22	30%
They will provide transportation	11	12%	9	12%
C & TC does a dental check	9	10%	9	13%
C & TC does a hearing check	8	9%	9	13%
C & TC does a vision check	10	11%	6	8%
WIC staff told me about it or asked if I knew about it	7	8%	7	10%
Learn about nutrition; what child should be eating	6	7%	4	6%
C & TC does a lead test	6	7%	3	4%
They will help me make appointments	6	7%	1	1%
WIC staff said child should get regular Checkups	4	4%	3	4%
C & TC does a growth and development check	3	3%	3	4%
C & TC helps to keep the child healthy and teaches how to care for child	3	3%	3	4%
It is available until the child reaches age 21	4	4%	2	3%
C & TC does immunizations	-	-	5	7%
It is a free Checkup	3	3%	2	3%
C & TC does lab tests; checks blood	3	3%	1	1%
There are recommended ages for Child and Teen Checkups	4	4%	-	-
They will help me find a clinic	2	2%	1	1%
I think Checkups are the same	-	-	3	4%
Mental health	-	-	3	4%

Note: Respondents were asked an open-ended question and could give multiple responses. Responses were grouped into categories by research staff. Items mentioned by only one or two respondents are not included in this table.

When asked about the specific services provided during a Child and Teen Checkup, parents' whose children had recently received the checkup were more likely to recall having heard about the individual services. Still, more than half of all non-users also knew about each of the components of a Child and Teen Checkup, and over half of those respondents had heard the information before their WIC appointment today. At least 85 percent of respondents in both groups rated all the services as "very important" to them.

A7.

"Have you heard that a doctor or nurse can "	Recent User (N=187-189)		Non-User (N=118-119)	
	Percent Yes	If yes, had you heard about this before today	Percent Yes	If yes, had you heard about this before today
Give immunizations?	96%	92%	82%	84%
Check development?	90%	89%	82%	77%
Check hearing?	90%	85%	81%	60%
Check vision?	89%	78%	77%	53%
Do a lead test?	80%	85%	63%	74%
Check teeth?	67%	79%	56%	55%

A8.

"Have you heard that a doctor or nurse can..."	Recent User (N=183-185)			Non-User (N=116-118)		
	Percent rating this item as:			Percent rating this item as:		
	Very important	Somewhat important	Not important	Very important	Somewhat important	Not important
Give immunizations?	97%	2%	1%	98%	1%	1%
Check development?	97%	1%	1%	98%	2%	0%
Check hearing?	96%	3%	1%	97%	3%	0%
Check vision?	94%	5%	1%	97%	3%	0%
Do a lead test?	96%	4%	0%	94%	6%	0%
Check teeth?	85%	12%	3%	94%	6%	0%

Many respondents had heard about services offered by the Child and Teen Checkups county coordinator. Users and non-users knew about these services at almost equal rates, but users were more likely to have heard about the services prior to their WIC appointment. Similar to other groups, transportation and help finding a dentist were most likely to be identified as most important by respondents.

A9. Child and Teen Checkups Program services that respondents have heard about and their perceptions of the importance of the item

“I’m going to read a list of different kinds of help provided by the county Child and Teen Checkups staff. Have you heard that you can...”	Recent User (N=135-189)			
	Percent Yes	If yes, had you heard about this before today	Do you think you might need this kind of help? Percent Yes	Which of these kinds of help is the <u>most</u> important to you? N=186
Get help finding a ride to the C & TC visit at the doctor’s office?	73%	65%	52%	36%
Get an interpreter for your visit?	72%	88%	25%	14%
Get help finding a dentist?	71%	71%	52%	27%
Get help finding a clinic?	67%	79%	32%	17%
Get help making an appointment?	56%	79%	32%	5%

	Non-User (N=115-266)			
	Percent Yes	If yes had you heard about this before today	Do you think you might need this kind of help? Percent Yes	Which of these kinds of help is the <u>most</u> important to you? N=260
Get help finding a ride to the C & TC visit at the doctor’s office?	74%	61%	53%	28%
Get an interpreter for your visit?	65%	78%	27%	16%
Get help finding a dentist?	62%	50%	58%	29%
Get help finding a clinic?	67%	59%	37%	21%
Get help making an appointment?	62%	59%	33%	6%

Respondents' perceptions of key motivating factors for them to take their child for a Child and Teen Checkup

Participants were asked to state the one thing that they had heard during the WIC visit that would most make them want to take their child in for a Child and Teen Checkup. Respondents gave a variety of answers. However, the most common reasons among both groups were growth and development, immunization and lead tests.

A10. The one thing respondents have heard that would MOST make them want to take their child in for a Child and Teen Checkup

N=	Recent User N=184		Non-User N=117	
	Number	Percent	Number	Percent
C & TC does a growth and development check	41	22%	21	18%
C & TC does immunizations	40	22%	13	11%
C & TC does a lead test	22	12%	14	12%
All of them are important	17	9%	14	12%
C & TC does a vision check	17	9%	12	10%
C & TC is more in-depth	9	5%	10	8%
C & TC does a hearing check	7	4%	11	9%
C & TC does a dental check	10	5%	8	7%
C & TC checks general health and well-being of child	4	2%	2	2%
Checks for specific problems or diseases	1	1%	2	2%
C & TC does lab tests; checks blood	1	1%	1	1%
Ear infections	1	1%	1	1%
Learn about nutrition; what child should be eating	1	1%	1	1%
WIC staff said child should get regular Checkups	-	-	1	1%
It is available until the child reaches age 21	1	1%	-	-
It is a free Checkup	1	1%	-	-
Seeing the same doctor; consistency	1	1%	-	-
Prevention: the visits protect the kids now so they don't get sick in the future	-	-	1	1%
They told me about it or asked if I knew about it	-	-	1	1%
The friendly environment	-	-	1	1%
The records can be check in the future if needed	1	1%	-	-
Have not had a visit yet	1	1%	-	-

Note: Respondents were asked an open-ended question and could give multiple responses. Responses were grouped into categories by research staff. Items mentioned by only one or two respondents are not included in this table.

Nearly all respondents mentioned WIC as a helpful way for them to learn about Child and Teen Checkups. Eight in 10 respondents also felt that letters and friends and family were good methods of learning about Child and Teen Checkups.

A11. Respondents' ratings of helpful methods for learning about Child and Teen Checkups

"Is it helpful for you to learn about Child and Teen Checkups..."	Percent Yes	
	Recent User N=188	Non-User N=117
At WIC?	98%	97%
From a letter sent to you?	88%	81%
From a phone call?	70%	69%
From a home visit?	58%	61%
From posters or ads?	69%	70%
From friends or family (word of mouth)?	80%	83%
From someplace else	30%	32%

Note: For "someplace else" these respondents commonly noted: doctors office or clinic; website or email; media sources; and stores or places of business.

Survey instrument

Hennepin County Community Health Department Survey of WIC clients

Activity code: 70847

Today's date: ___/___/___ Interviewer name: _____

ID #: _____ Site: _____

NOTE TO INTERVIEWER: RED CARD INDICATES FIRST FACE-TO-FACE WIC VISIT; BLUE CARD INDICATES MORE THAN ONE FACE TO FACE VISIT

Client has a:	<input type="checkbox"/>	PINK CARD
	<input type="checkbox"/>	BLUE CARD

Hi, my name is _____ with Wilder Research. We are interviewing a group of parents today who are at WIC. Did you get a pink or blue card from your WIC staff person?

IF NO→We are only interviewing a group of parents who had certain services from WIC today. Thanks anyway.

IF YES→CONTINUE: The interview takes less than 5 minutes. You don't have to do the survey if you don't want to. If you decide to participate, you will get a \$10 gift card to Target. Your answers will be kept confidential and will not be seen by WIC staff. Your answers will be grouped with others so that we can know more about how to improve services for WIC families. Please remember there are no RIGHT or WRONG answers. We want to know what you think!
Would you be willing to do a survey now?

IF NO→FILL OUT REFUSAL TABLE

Thanks for your time.

IF YES→CONTINUE

**Hennepin County Community Health Department
Survey of WIC clients**

1. Have you taken any of your children to the doctor or clinic for a Child and Teen Checkup in the past year (PROBE: Did any of your children go to a well child visit at the doctor in the past year)?
 - Yes 1
 - No (SKIP TO Q. 3) 2
 - Don't know (SKIP TO Q. 3) 8

2. When you made your appointment, did you ask for a Child and Teen Checkup by name?
 - Yes 1
 - No 2
 - Don't know 8

3. At WIC today, did your WIC staff person talk to you about Child and Teen Checkups? (**PROBE:** Did a staff member talk to you about well child visits to the doctor?)
 - Yes 1
 - No (SKIP TO Q. 8) 2
 - Don't know (SKIP TO Q. 8) 8

4. What did the staff tell you about Child and Teen Checkups?

5. How helpful was this information? Would you say...
 - Very helpful 1
 - A little helpful, or 2
 - Not helpful? 3
 - Refused 7
 - Don't know 8

6. Did you learn anything new today that you had not heard before about Child and Teen Checkups?
- Yes 1
- No(SKIP TO Q. 8)..... 2
- Don't know(SKIP TO Q. 8)..... 8

7. What did you learn that was new?

8. What is your understanding of what happens at a Child and Teen Checkup at the doctor's office? [**PROBE:** What is special about a Child and Teen Checkup? Can you think of any ways in which a Child and Teen Checkup is different from a regular well child check-up?]

9a. I'm going to read a list of different things that can happen at a Child and Teen Checkup visit at the doctor's office. Please let me know if you have ever heard if these can be checked at a Child and Teen Checkup.

Have you heard that the doctor or nurse can...	IF YES, GO TO 9B → IF NO, GO TO 9C			9b. Have you heard about this before <u>today</u> ? →			9c. How important is it to you that the doctor or nurse can [REPEAT ITEM]				
	Yes	No	DK	Yes	No	DK	Very important,	Somewhat important, or	Not important?	REF	DK
1. check vision?	1	2	8	1	2	8	1	2	3	7	8
2. check hearing?	1	2	8	1	2	8	1	2	3	7	8
3. check teeth?	1	2	8	1	2	8	1	2	3	7	8
4. do a lead test?	1	2	8	1	2	8	1	2	3	7	8
5. check development?	1	2	8	1	2	8	1	2	3	7	8
6. give immunizations?	1	2	8	1	2	8	1	2	3	7	8

10. From everything that you've heard about Child and Teen Checkups, what is the **one** thing that you have heard that would make you most want to take your child in for a visit at the doctor's office?

11a. Now, I'm going to read a list of different kinds of help provided by the **county** Child and Teen Checkups staff. Please tell me if you've heard about them.

Have you ever heard that...	IF YES, GO TO 11B → IF NO, GO TO 11C				11b. Have you heard about this before today? →			11c. Do you think you might need this help?		
	Yes	No	REF	DK	Yes	No	DK	Yes	No	DK
1. You can get help finding a ride to the Child and Teen Checkup visit at the doctor's office?	1	2	7	8	1	2	8	1	2	8
2. You can get help finding a clinic?	1	2	7	8	1	2	8	1	2	8
3. You can get help making the appointment?	1	2	7	8	1	2	8	1	2	8
4. You can get help finding a dentist?	1	2	7	8	1	2	8	1	2	8
5. You can get an interpreter for your visit?	1	2	7	8	1	2	8	1	2	8

12. Which of these kinds of help provided by **county** Child and Teen Checkups staff is the most important to you?
 READ LIST AGAIN AND ASK R TO PICK ONE AND MARK LETTER HERE

Refused-7

Don't know-8

13. I'm going to read a list of different ways used to tell families about Child and Teen Checkups. Please tell me whether or not you think each of these is a helpful way for you to learn about these Checkups.

Is it helpful for you to learn about Child and Teen Checkups...	Yes	No	DK	NA
1. at WIC?	1	2	8	9
2. from a letter sent to you?	1	2	8	9
3. from a phone call?	1	2	8	9
4. from a home visit?	1	2	8	9
5. From posters or ads?	1	2	8	9

Is it helpful for you to learn about Child and Teen Checkups...	Yes	No	DK	NA
6. From friends or family (word of mouth)?	1	2	8	9
7. from some place else? (SPECIFY: _____ _____)	1	2	8	9

The last questions are used to help us group responses. Again no names are used in our reports.

14. What is your racial or ethnic background? [CIRCLE YES TO ALL THAT APPLY]

	Yes	No	REF
a. African American	1	2	7
b. American Indian	1	2	7
c. Asian	1	2	7
d. Hispanic/Latino	1	2	7
e. White/Caucasian	1	2	7
f. African born	1	2	7
g. Other (SPECIFY: _____)	1	2	7

15a. Are there any languages other than English spoken in your home on a regular basis?

Yes	1
No(GO TO Q. 17).....	2
Refused(GO TO Q. 17).....	7
Don't know(GO TO Q. 17).....	8

15b. What languages?

16a. How comfortable are you with speaking English in a group? Would you say...

Very comfortable, (GO TO Q.17)	1
A little comfortable, or..... (GO TO Q. 16b)	2
Do you prefer speaking in your native language (GO TO Q. 16b)	3
Refused	7
Don't know	8

16b. What language do you prefer?

THANKS SO MUCH FOR TAKING THIS SURVEY!

17. FOR INTERVIEWER ONLY: RECORD GENDER HERE:

Male 1
Female 2
Other 3

Focus group questions

- 1) My first question is about getting healthcare for your children. How many of you have a regular clinic or doctor that you go to?
- 2) Is there anything you wish your clinic would do better? Anything that would make you want to go there more? (LET Rs RESPOND, POTENTIAL PROBES INCLUDE: Clinic hours? Seeing the same doctor? Being able to get an appointment?)
- 3) How many of you have taken a child to a Child and Teen Checkup in the past year?
- 4) What did you think of the check-up? How was it helpful? How was it not helpful?
- 5) Is there anything that keeps you from going to a Child and Teen Checkup visit? [GIVE THOSE WHO HAVE NOT TAKEN CHILDREN TO VISIT IN THE PAST YEAR A CHANCE TO SPEAK]
- 6) Where have you heard about “Child and Teen Checkups?” [PROBE: Any other places?]
- 7) What do you think is the best way for parents to learn about C & TC?

PROBES (ASK “Why?” for A-E):

- A. WIC? Why?
- B. A letter sent to you? Why?
- C. A phone call? Why?
- D. Home visit? Why?
- E. Email or the internet? Why?
- F. At school?
- G. From posters or ads
- H. From friends or family (word of mouth)?
- I. From magnets, cups, or other freebies?
- J. Some place else? _____

- 8) What could parents be told that would make them want to take their child to a Child and Teen Checkup visit? If they didn't take their children, what could they be told that would make them want to take their children? [MAKE A LIST ON THE FLIP CHART] [IF PARENTS DO NOT LIST, MENTION: What about: the fact that it is free? That it is a better, more thorough Checkup? That it might find things, like a vision problem, that no one else has found with your child? That it may make your child more ready for school? That it can screen for lead in your child's blood? That it can help you know what is in the "normal" growth and development for a child his/her age?

I'm going to give you 3 stickers to vote with. Place the yellow sticker on the item that you think would be the very best thing that you could be told that would make you want to take your child to a Child and Teen Checkup. Place the green stickers on the top 2 things that you think other parents could be told that would make them want to take their child to a Child and Teen Checkup?

- 9) Which of these, would you like to learn about at WIC? (Which would you like your WIC staff to tell you about?) How do you want them to say it to you?
- 10) Are there any things in your families' background or your culture that may keep you from going to a Child and Teen Checkup visit? Or are there any things in your families' background or your culture that would make you want to take your children in for the visit?
- 11) How do you keep track of when your child is supposed to go to a Child and Teen Checkup visit?
- 12) **FOR RAMSEY FOCUS GROUP ONLY.** The WIC staff are interested in your opinions about the words they use when explaining Child and Teen Checkups. I'm going to pass around the script and I'll read it. Can you tell me (or circle on your copy) the part of the script that you think is the most important to you. Also, tell me the part (or cross off on your copy) the part of the script that you think is not important to you or that you don't like. SEE ATTACHED SCRIPT.
- 13) Finally, is there anything that the Child and Teen Checkups program could be doing to make it easier for families to get regular check-ups for their children?

- 14) Do any of you have teenagers?
- 15) Have they had a Child and Teen Checkup visit in the past 2 years?
- 16) Is there anything that keeps them from going in for a Child and Teen Checkup visit?
- 17) In the past year, have you ever used the Emergency Room when you could have gone to a clinic? Can you say more about this?
- 18) Is there anything else you would like to say about Child and Teen Checkups or the information that you get at WIC? Any other suggestions? I would also be happy to answer any questions you have at this time.