
Subject: Client Feedback

Effective Date: October 1, 2010

Revised from: October 1, 2009

Policy: Local Agencies (LA) shall annually survey their WIC clients and use the findings in the development of their local agency Nutrition Services Plan (NSP). To collect client feedback, the LA shall use written or telephone surveys, focus groups, exit interviews, questions added to the KWIC survey by either the State or LA, or use the optional survey included in the forms section of the PPM. The information gathered can include client's nutrition education interests, preferred methods of delivering education, satisfaction with services provided or behavioral changes as the result of nutrition education.

Reference: WIC Nutrition Services Standards, Standard 20, Customer Service

Procedure:

1. The LA shall determine the type of questions and method of soliciting client feedback. The decision should include what categories of clients will be surveyed; the methodology/type of survey tool to be used in the process; timeframe for data collection; and how results will be tallied.
2. Periodically, the SA staff may add questions into KWIC. LA staff will receive written notification regarding the survey and how it is to be administered.
3. LA can enter additional survey questions into KWIC using Utilities/Survey/ Questions and Answers.
4. A written Client Feedback survey is available in the [Forms/Administrative Materials](#) section of the PPM. This survey may be used by LA to obtain information on nutrition education, administrative and breastfeeding promotion activities. The results of this survey are confidential.
5. LA staff should use client feedback results to develop the annual NSP and to improve clinic services. Information regarding the type of client feedback used, the methodology, and results should be kept on file for two years for management evaluation review.