Oakland County WIC Connect

Lisa Banks, MSA WIC Coordinator
First Steps

• Oakland County WIC surveyed clients at all WIC offices: Pontiac, Southfield and Walled Lake to determine satisfaction about the new mobile application with a 4 question survey.

• The feedback we received from the client survey is positive. Clients are excited about the new application.
Survey Questions

• What features do you most like about the application?
• How did you hear about the application?
• How likely are you to use the application?
• Please provide any ideas on how to improve the application?
Survey Results

• Question 1 – What features do you most like about the app? This was a multiple choice question with 10 choices.

• The top responses:
  – Access to WIC shopping list (33.5%)
  – Monitor WIC benefits (26.3%)
  – Access the WIC Food Guide (7.2%)
Survey Results

• Question 2 – How did you hear about the app?

• The top responses:
  – WIC Staff member (92%)
  – Word of mouth (5.3%)
  – OCHD Website (2.6%)
Survey Results

• Question 3 – How likely are you to use the app?

• The top responses:
  – Likely (50%)
  – Extremely Likely (44.4%)
  – Neither Likely nor unlikely (2.78%)
Survey Results

• Question 4 – Please provide any ideas on how to improve the app? See comments below:
  – Scan does not work consistently
  – Scan doesn’t work efficiently
  – Add feature – Remember me for next time to sign in
  – The yogurt is not updated in the app
  – Not all WIC items are displayed
  – Blast to inform clients of certain dates; i.e. Project Fresh
  – Benefits are delayed when receiving a new month
Thank you!

Questions?
North
Oakland Health Center
1200 N. Telegraph Rd
Pontiac, MI 48341
Phone: 248.858.1280

South
Oakland Health Center
27725 Greenfield Rd
Southfield, MI 48076
Phone: 248.424.7000

Nurse On Call Public Health Information
800.848.5533 NOC@OakGov.com
OakGov.com/Health

The Oakland County Health Division will not deny participation in its programs based on race, sex, religion, national origin, age or disability. State and federal eligibility requirements apply for certain programs.