

## **Interview Guide: ITCA WIC Staff**

The Impact of Text Messages on WIC Participant Engagement and Benefit Redemption  
*Conducted by Arizona State University, College of Health Solutions*

Hi, my name is **[insert name]** and I'm from the College of Health Solutions at Arizona State University. You are invited to participate in an evaluation project that we are conducting for the ITCA WIC program. Before we can start with the interview, I would like to share some details about the work and get your consent for participation.

### **[INTRODUCE NOTE TAKER]**

[Share consent form on screen]

We are working with ITCA WIC to develop and evaluate a new set of text messages to be sent to participants with the goal to improve client engagement (reduce missed appointments) and improve benefits redemption. Your responses will provide valuable information that will improve these text messages.

The interview will take approximately 30 minutes. You have the right not to answer any questions, and to stop participating at any time and your participation in this project is voluntary. Your responses will be confidential. The results of this evaluation may be used in reports, presentations, or publications but your or your local agency's name will never be used. De-identified data collected as a part of the current project will not be shared with others (e.g., investigators or industry partners) for future research purposes or other uses.

This interview will be audio recorded with your permission. Please let me know if you do not want the interview to be recorded; you also can change your mind after the interview starts, just let me know. If you have any questions concerning the project, please feel free to ask. You can also contact the team at [punam.ohri-vachaspati@asu.edu](mailto:punam.ohri-vachaspati@asu.edu) or 602-496-6271. If you have any questions about your rights as a subject/participant in this interview, or if you feel you have been placed at risk, you can contact the Chair of the Human Subjects Institutional Review Board, through the ASU Office of Research Integrity and Assurance, at (480) 965-6788.

Do I have your permission to start the interview?

*If yes:* Thank you, let's get started.

*If no:* Thank you for your time, I will discontinue the interview.

### **Before we get started, what is your role with ITCA WIC?**

I will start with showing you specific text messages we have developed. I will share my screen to display the message as it would appear when received on a cell phone. I will then ask you to rate the messages on specific aspects like how clear they are. The messages you will see are very similar, so please pay attention to small differences in how they are worded.

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**[TURN OFF VIDEOS]**

**[TURN ON CLOSED CAPTIONING, START RECORDING]**

I ask for your honest opinions on each message I show. I will ask you to tell me what you like or dislike about each one. It's okay if you dislike it.

Let us get started. I will pull up the first message on the screen.

*[Pull up text]*

I have a few questions about this text message.

**[GIVE TIME TO READ, READ ALOUD]**

1. First, what do you think the message is trying to convey?
2. On a scale of 1-5, with 5 being the best, how **persuasive or convincing** do you think this message would be for ITCA WIC participants?
  - a. Why did you choose this rating?
3. On a scale of 1-5, how **personally relevant** do you think this message would be for ITCA WIC participants? (if needed add, do you think ITCA WIC clients will find this message meaningful for their situation)
  - b. Why did you choose this rating?
4. Was this message clear?
  - a. Why not? (if no)
5. Was there anything about this message that you particularly liked?
6. Was there anything about this message that you particularly disliked?

Thank you for your feedback on these messages.

**[STOP SHARING MESSAGES]**

7. What are your overall thoughts on the messages that we have just discussed with you?

We have a few additional questions about your experience working with ITCA WIC. Your thoughts on these important issues will help us develop the best communication strategies for WIC participants.

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8. Not every ITCA WIC participant redeems their full benefit amount each month. What do you think are the reasons participants don't redeem all their benefits?
9. As you know missed appointments are a concern for the program. What do you think are the reasons participants don't attend their scheduled WIC appointments?
10. Do you have additional thoughts related to benefits redemption or program participation at ITCA WIC that you would like to share with us?
11. Have you participated in WIC yourself at any point?
12. Is there anyone in your office that you recommend I connect with to interview, in particular we are hoping to speak with individuals who have participated in WIC themselves?

### **Wrap up:**

That was the last question I have for our interview today. Thank you so much for your time and for sharing your ideas.