



Guam Department of Public Health and Social Services



GUAM WIC PROGRAM

FY 2024 NEEDS ASSESSMENT AND SATISFACTION SURVEY

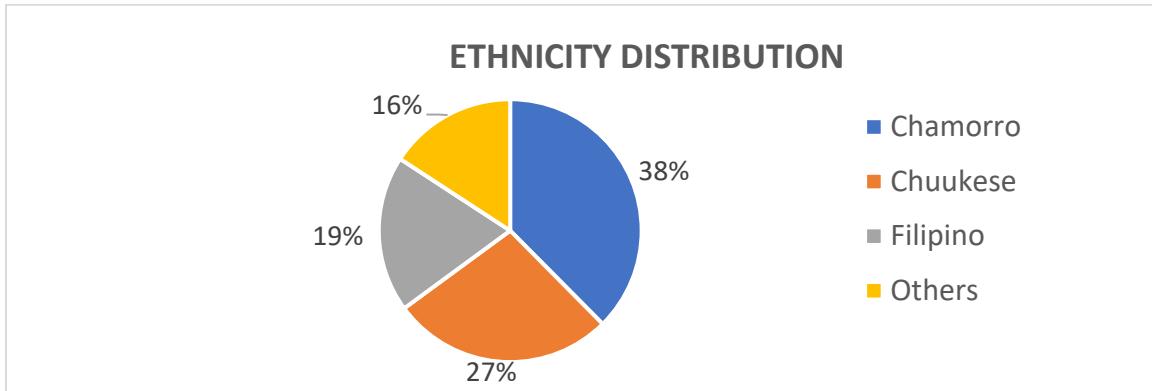
Cydsel Victoria Toledo, MHA
January 6 2025

The Guam WIC Program needs assessment satisfaction survey was conducted from July 1 to September 30 of FY 2024. Raw data was collected and collated in June of 2025; analysis and narrative completed in January 2026.

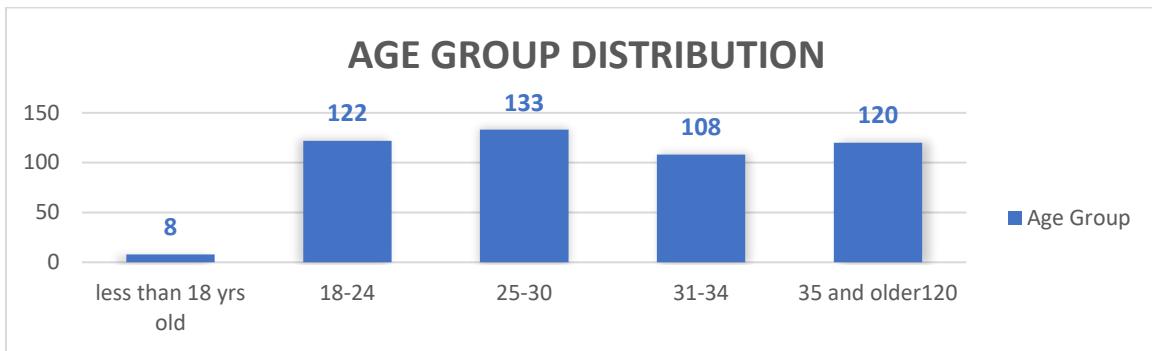
The survey consisted of 16 questions and an open-ended section for feedback on improving the WIC program services. Compared to the 2023 survey, this version included demographic questions and items related to nutrition education services.

Demographics or Characteristics of the Respondents

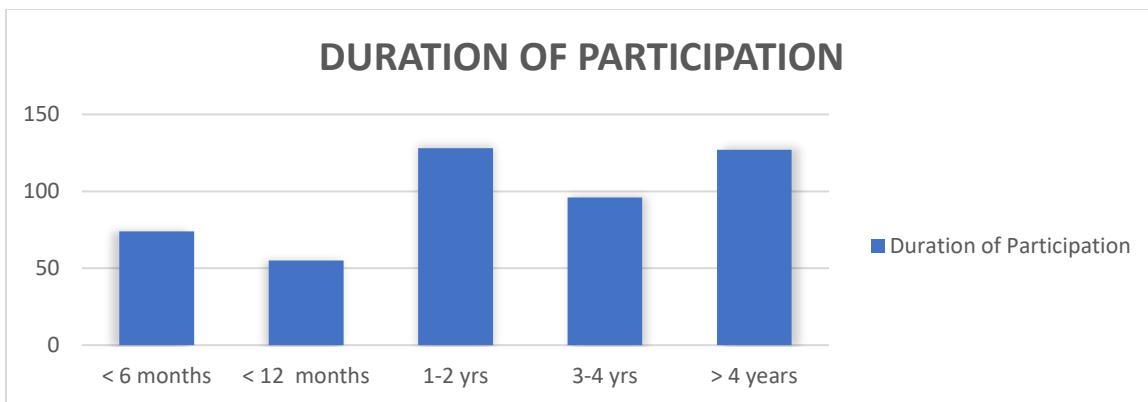
A total of 495 clients participated in the survey. The majority of respondents were from the Tiyan WIC Clinic location. Majority are Chamorro (39%), followed by Chuukese (29%), Filipino (20%), and others.



Respondents were authorized representatives of a child or a pregnant mom with the largest group between the age of 25-30 (27%) and 35+ (24%).

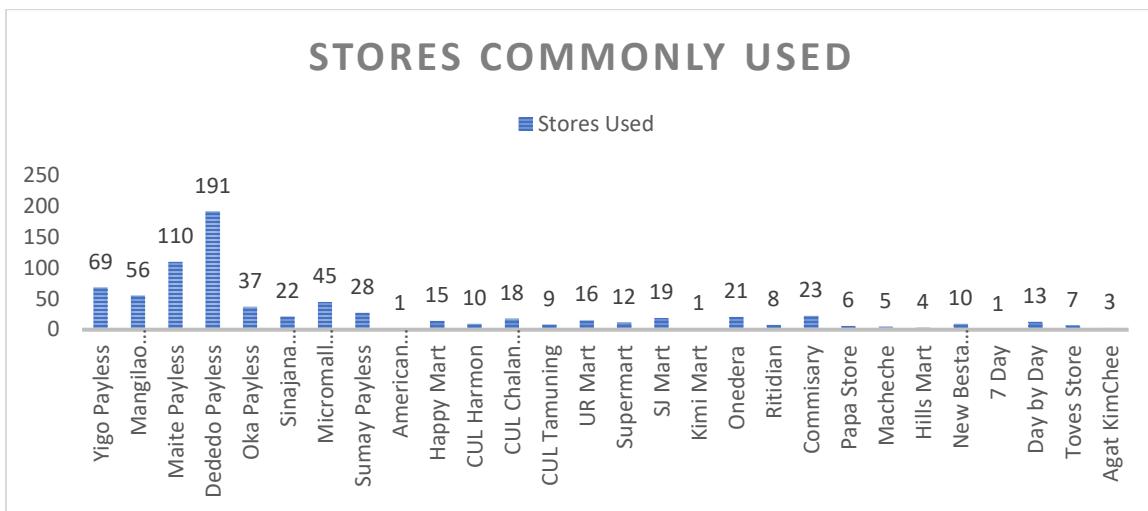


Twenty-six (26 %) percent of the respondents have been in the WIC program for more than 4 years and 27% between 1-2 years. Showing that majority are long time WIC clients



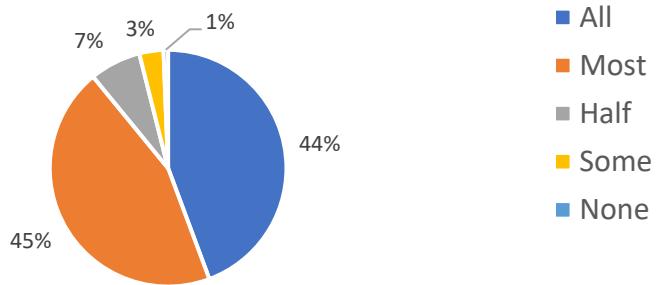
Shopping and Benefit Redemption Experience

Most participants reported a positive shopping experience with authorized WIC vendors. Of the respondents, 70% find shopping reliable, 47% helpful and convenient. The Dededo Payless is the most frequented vendor for shopping followed by Maite Payless and Yigo Payless.

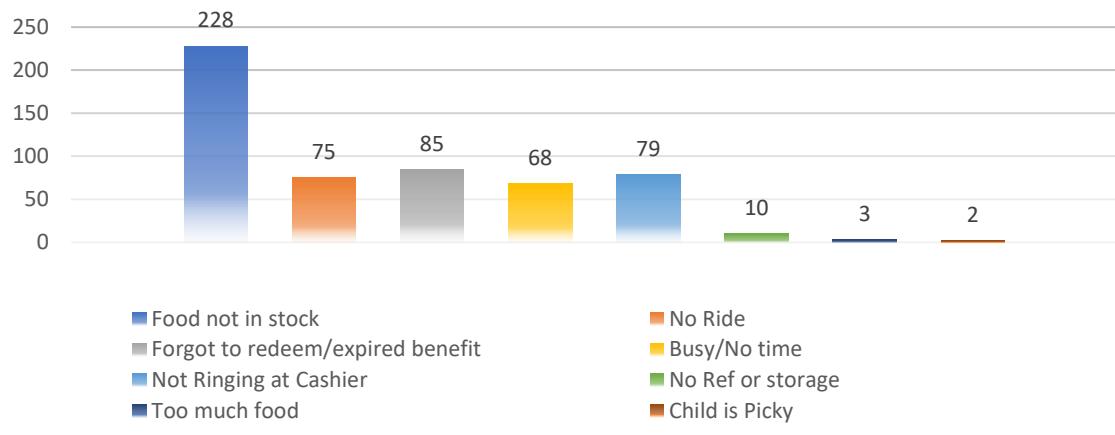


When asked about how much of the WIC food benefits are bought monthly **only 87% redeem all or most of their WIC benefits.** The most common reason why respondents are not redeeming all of the food benefits is that “items are out of stock, followed by lack of transportation and they just simply forgot to redeem and/or there’s too much food”. This is the same response seen in the prior year survey.

BENEFIT REDEMPTION



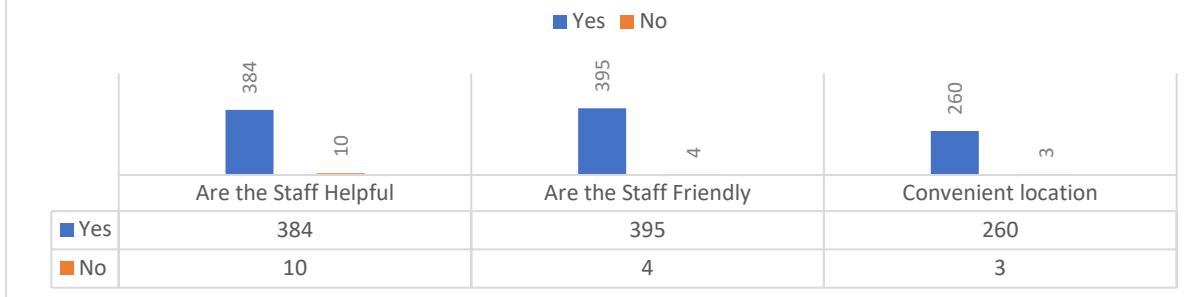
BARRIERS IDENTIFIED TO FOOD REDEMPTION



WIC Program Services Experience

According to the survey, 98 % of the respondents have positive nutrition services experience. 99% said staff are friendly and 97% noted staff were helpful. 99 % also found the clinic location convenient.

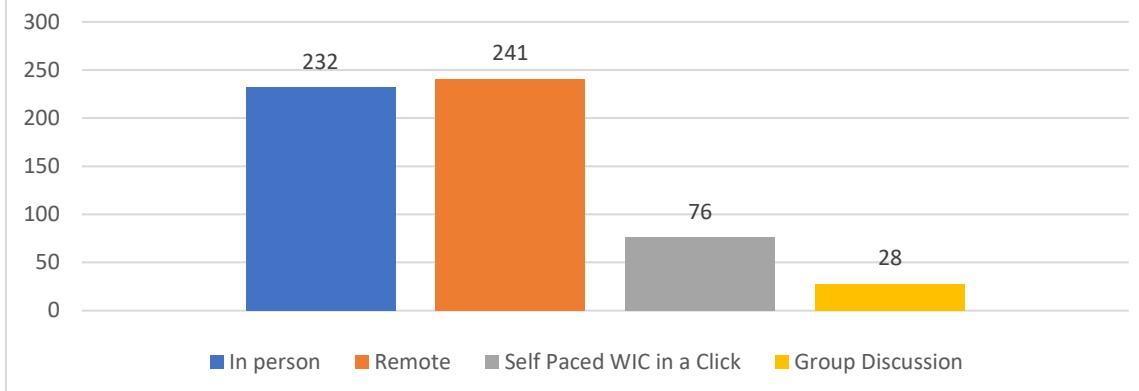
WIC EXPERIENCE



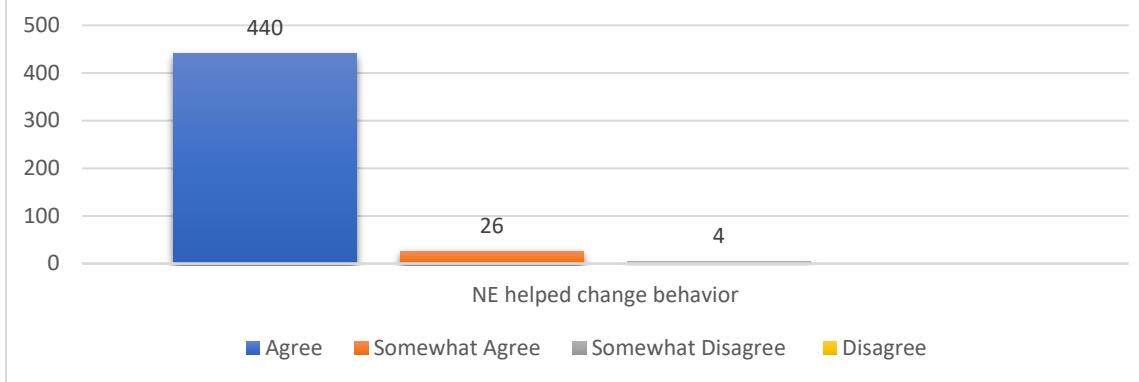
Nutrition Education

Nutrition education was provided to all the clients as they come to their clinic appointment, either remotely, in person, or a self-paced online platform WIC in a Click. Slightly more clients preferred to receive nutrition education remotely. 94% agreed that Nutrition education helped change their behavior and 5% somewhat agree and less than 1% didn't agree.

NUTRITION EDUCATION PREFERENCE

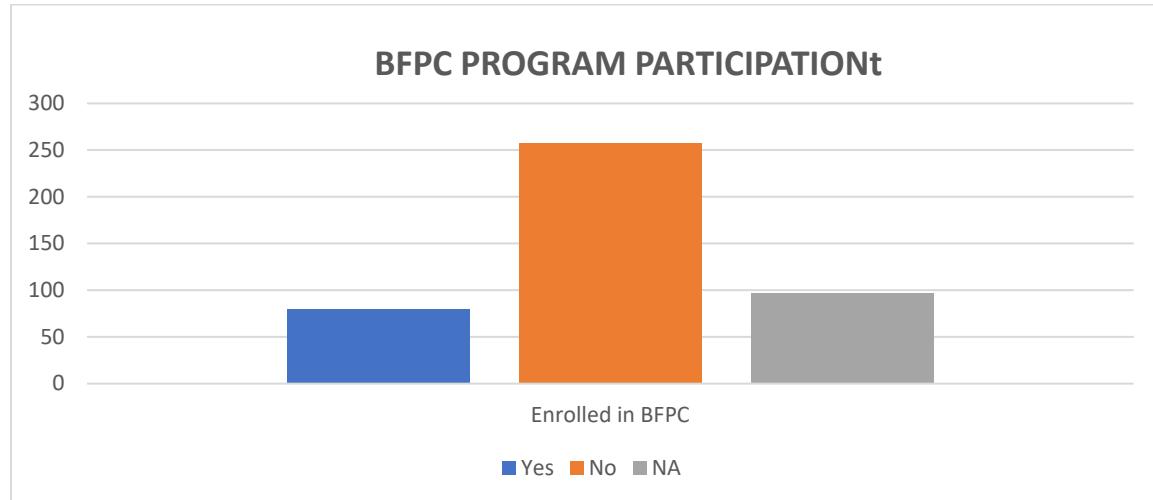


NUTRITION EDUCATION POSITIVE IMPACT ON BEHAVIOR



Breastfeeding Promotion and Counseling Program

According to the survey result 92 % of eligible participants find the breastfeeding education and materials provided, helped them in their breastfeeding goals. There were 8% who did not find the breastfeeding materials helpful. It is interesting to note that **76% of the eligible respondents did not enroll into the Breastfeeding Peer Counseling Program**. Only 88% of those who enrolled in the BFPC program stated that it helped them.



Key Insights Summary

1. **High satisfaction** with both **WIC clinic experience** and **education** provided.
2. **Access to WIC-approved foods** remains a challenge due to **stock issues, transportation, and redemption barriers**.
3. Breastfeeding education is effective, but **BFPC enrollment is low**—suggesting an opportunity to increase engagement.
4. Participants show a **growing preference for remote education** formats.
5. Demand exists for more practical and diverse **nutrition topics**, especially around **feeding challenges, label reading, and meal prep**.

Recommendation:

1. **Improve store inventory and vendor coordination** to reduce out-of-stock issues.
2. **Expand BFPC outreach and enrollment**, particularly for new participants.
3. **Strengthen remote NE delivery**, including group sessions and videos.
4. Develop educational content focused on:
 - o **Meal prep with WIC items**
 - o **Toddler and picky eater strategies**

Survey analyzed by:

Cydsel Victoria Toledo, MHA

January 6, 2026