

NATIONAL ASSOCIATION OF WIC DIRECTORS

Douglas Greenaway
Executive Director

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FAX 202 387.5281
202 232.5492



WIC - FOR THE LOVE OF CHILDREN

8 Aug 95

Dear Mr. Klein,

Thanks for the briefing yesterday.
I hope this info is useful
to you. Keep up the good
fight.

Sincerely,
Doug Greenaway

NAWD

1627 Connecticut
Avenue, NW

Suite 5

P.O. Box 53405

Washington D.C.

20009-3405

FAX 202 387.5281

202 232.5492



WIC - FOR THE LOVE OF CHILDREN

August 7, 1995

Dear Senator:

We are writing to express opposition to efforts, including those by Senator Phil Gramm, R-TX, to block grant the Child Nutrition Programs including the nutrition program for Women, Infants and Children, WIC.

WIC has successfully ensured the health and nutritional well-being of families and kids for 21 years.

- *WIC is effective; it lowers infant mortality rates.*
- *Someone can only receive WIC benefits if they are certified by a health care professional.*
- *WIC has aggressive auditing (tight fraud controls). Stores accepting vouchers must be pre-approved. Vouchers can only be used for specific foods.*
- *It operates like a private sector business - competitive bidding saves over \$1 billion per year.*
- *It offers short-term assistance; the average assistance for a woman is 13 months. Participants are re-screened for eligibility every 6 months.*
- *WIC is Pro-Family - it encourages women to carry their pregnancies to term.*
- *The program saves money. Every dollar spent on prenatal WIC saves between \$1.92 and \$4.21 in Medicaid.*
- *The bottom line: WIC is not just another big government welfare program.*

Your colleagues - Senators Barbara Boxer, D-CA, John Chafee, R-RI, Tom Daschle, D-SD, James Jeffords, R-VT, Pat Leahy, D-VT, and Arlen Specter, R-PA, joined together in a "Dear Colleague" letter to say that:

"If block granted, WIC could lose critical quality assurance safeguards for health and nutrition, the food prescription, eligibility and other Program requirements. We hope that you will continue to ensure the success of this valuable health program for our children and the nation's future. If it is to continue to achieve the health and nutrition successes that have made WIC the "Gateway to Good Health," WIC will need your support."

NAWD

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202 232.5492

We urge you to consider the serious consequences that block granting WIC will have on the health of the nation's women, infants and children. Dismantling 21 years of health and nutrition success is neither good government nor in the best interest of the American people.

Sincerely,

ALABAMA WIC PROGRAM
ALASKA WIC PROGRAM
AMEDA EGNELL CORPORATION
AMERICAN ACADEMY OF PEDIATRICS
AMERICAN BOARD OF PEDIATRICS
ARIZONA CHAPTER, AMERICAN ACADEMY OF PEDIATRICS

ARKANSAS CHILDREN'S HOSPITAL
 ARKANSAS DEPARTMENT OF HEALTH
 ASSOCIATION OF WOMEN'S HEALTH OBSTETRIC AND NEONATAL NURSES
 ATHENS/PERRY COUNTY WIC PROGRAM, Athens, Ohio
 AURATECH, INC., Greensboro, NC
 BARRIO COMPREHENSIVE FAMILY HEALTH CARE CENTER WIC PROGRAM, San Antonio, Texas
 BLACKSTONE VALLEY COMMUNITY HEALTH CARE-WIC, Pawtucket, Rhode Island
 BRAZOS VALLEY COMMUNITY ACTION AGENCY, INC., WIC Project 32, Bryan, Texas
 BREAD FOR THE WORLD
 CALIFORNIA FOOD POLICY ADVOCATES
 CALIFORNIA WIC ASSOCIATION
 CAMBRIA COUNTY COMMUNITY ACTION COUNCIL, INC., Johnstown, Pennsylvania
 CARDINAL GLENNON CHILDREN'S HOSPITAL, St. Louis, Missouri
 CENTER FOR FOOD ACTION IN NEW JERSEY
 CENTER FOR PUBLIC POLICY PRIORITIES
 CHILDREN'S CLINIC, Anchorage, Alaska
 CIN-MED ASSOCIATES, INC., Magnolia, NJ
 CLERMONT COUNTY WIC, Batavia, Ohio
 COMMUNITY ACTION SOUTHWEST, Washington, Pennsylvania
 COMMUNITY FOOD RESOURCE CENTER, New York City, New York
 CONNECTICUT WIC DIRECTORS' ASSOCIATION, INC.
 CORSICANA-NAVARRO COUNTY PUBLIC HEALTH DISTRICT, Corsicana, Texas
 DeCENTECH, INC., South St. Paul, MN
 DADE COUNTY HEALTH DEPARTMENT WIC NUTRITION
 DIACOM, Nokomis, FL
 DISTRICT OF COLUMBIA WIC AGENCY/COMMISSION OF PUBLIC HEALTH
 DISTRICT OF COLUMBIA YEAR 2000 NUTRITION COALITION
 DRISCOLL CHILDREN'S HOSPITAL WIC PROGRAM, Corpus Christi, Texas
 FAMILY HEALTH COUNCIL OF CENTRAL PENNSYLVANIA, Wormleysburg, Pennsylvania
 FIVE SANDOVAL INDIAN PUEBLOS, INC., Bernalillo, New Mexico
 FOOD BANK OF IOWA
 FOOD FOR SURVIVAL, Bronx, New York
 FOOD RESEARCH AND ACTION CENTER
 GEORGIA PUBLIC HEALTH ASSOCIATION
 HARTMAN MEDICAL, Plano, Texas
 HARVARD MEDICAL SCHOOL, Boston, Massachusetts
 HEMOCUE, INC., Mission Viejo, CA
 HIDALGO COUNTY WIC PROGRAM, Edinburg, Texas
 HOCKING COUNTY WIC/HEALTH DEPARTMENT, Logan, Ohio
 ILLINOIS HUNGER COALITION
 INTERFAITH MINISTRIES-CAMPAIGN TO END CHILDHOOD HUNGER, Wichita, Kansas
 IRONTON-LAWRENCE COUNTY OHIO AREA COMMUNITY ACTION ORG., Ironton, Ohio
 ISLETA PUEBLO WIC PROGRAM, Isleta, New Mexico
 JOE DAWSON AND ASSOCIATES, INC., Louisville, KY
 JOHNS HOPKINS SCHOOL OF PUBLIC HEALTH
 KANSAS WIC ASSOCIATION
 LOUISIANA STATE UNIVERSITY MEDICAL CENTER, DEPARTMENT OF PEDIATRICS
 MLH ENTERPRISES, INC., Scarsdale, NY
 MAINE WIC DIRECTORS' ASSOCIATION
 MASSACHUSETTS WIC DIRECTORS' ASSOCIATION
 MEDICAL COLLEGE OF GEORGIA, Augusta, Georgia
 MISSISSIPPI HUMAN SERVICES COALITION
 MISSISSIPPI NUTRITION COALITION
 MISSISSIPPI WIC PROGRAM
 MISSOURI WIC PROGRAM
 MONTANA HUNGER COALITION
 MOREHOUSE SCHOOL OF MEDICINE, DEPARTMENT OF PEDIATRICS, Atlanta, Georgia

Reasons Why Republicans Can Support WIC

- The program is effective; it lowers infant mortality rates.
- It serves a targeted population (lower income women).
- Someone can only receive benefits if they are certified by a health care professional.
- It has aggressive auditing (tight fraud controls).

Reasons Why Republicans Can Support WIC (Cont.)

- Stores that accept vouchers must be pre-approved.
- Vouchers can only be used for specific foods.
- It operates like a private sector business---competitive bidding.
- It offers short-term assistance; the average assistance for a woman is 13 months.

Reasons Why Republicans Can Support WIC (Cont.)

- Participants are re-screened for eligibility every 6 months.
- Pro-Family--The program encourages high risk women to carry their pregnancies to term.
- The program saves money. Every dollar spent on WIC saves between \$1.92 and \$4.21 in Medicaid.
- The bottom line is it's not just another big government welfare program.



The National Association of WIC Directors

Presentation of Findings from a Survey of 807 Americans

**Conducted by
The Mellman Group and
The Wirthlin Group**

March 28-April 1, 1995



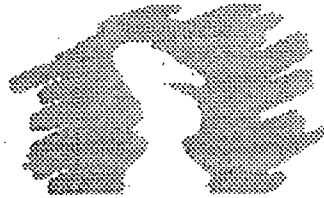
THE WIRTHLIN GROUP



THE MELLMAN GROUP



THE WIRTHLIN GROUP



THE MELLMAN GROUP
RESEARCH-BASED STRATEGY

Memorandum

To: Interested Parties

From: The Mellman Group
The Wirthlin Group

Date: April 11, 1995

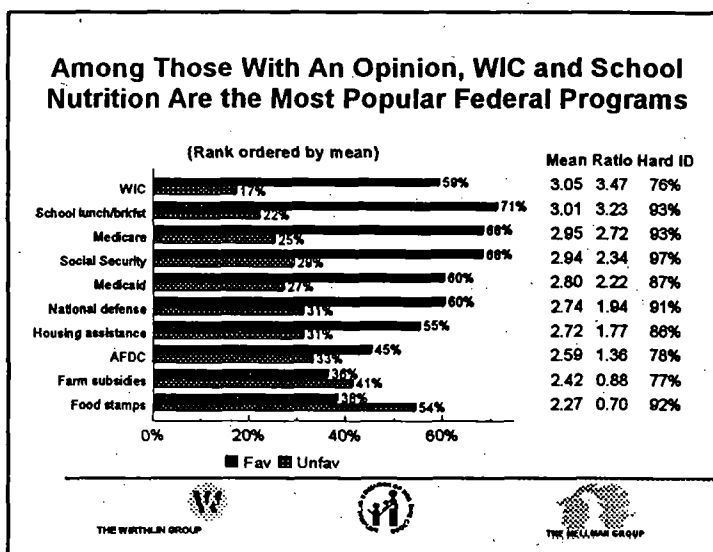
Re: WIC Poll Results

WIC is a Popular Program

The results of our recent national survey demonstrate the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is both very popular and

perceived to be very effective.

Overall, 59% of Americans hold favorable opinions of WIC compared to only 17% who have unfavorable views. Familiarity with the program engenders strong positive feelings as those who know a "great deal" about WIC are its strongest supporters (90% favorable, 8% unfavorable).



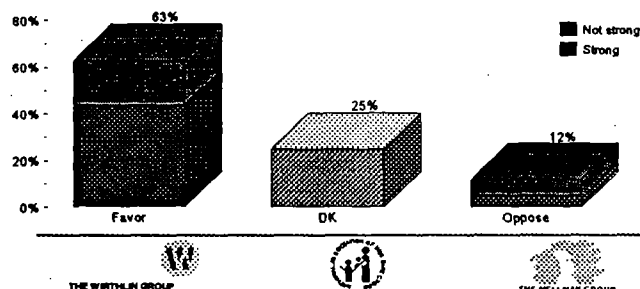
In fact among those with an opinion, WIC is the most popular program we tested. To control for differences in name recognition, we looked at mean (average) ratings among those who could rate each

program and at favorable-to-unfavorable ratios. By these measures, WIC (mean: 3.05, ratio: 3.47) outdistances all of the other popular government programs tested including the school lunch and breakfast program (mean: 3.01, ratio: 3.23), Medicare (mean: 2.95, ratio: 2.72) and Social Security (mean: 2.94, ratio: 2.34). Likewise, WIC is considerably more popular than other income assistance programs including low-income housing (mean: 2.72, ratio: 1.77), AFDC (mean: 2.59, ratio: 1.36) and food stamps (mean: 2.27, ratio: .7).

WIC's popularity is even stronger when respondents are given specific information about WIC's mission and responsibilities. Respondents learned WIC "provides nutrition assistance and counseling, as well as health care referrals, to low income pregnant women and children under five, who health professionals certify as being nutritionally at risk. WIC is administered by the states, but standards and rules are set by the federal government." After hearing this, more than three in five (63%) Americans support WIC, while only 12% oppose the program. Young respondents, particularly young women and college graduates are among WIC's strongest supporters. A majority of Republicans support the program as well (55% support, 17% oppose).

Nearly Two-Thirds of Americans Support WIC, Nearly Half Strongly Support the Program

Well, WIC provides nutrition assistance and counseling, as well as health care referrals, to low income pregnant women and children under five, who health professionals certify as being nutritionally at risk. WIC is administered by the states, but standards and rules are set by the federal government. Do you favor or oppose the WIC program or don't you have an opinion on it?

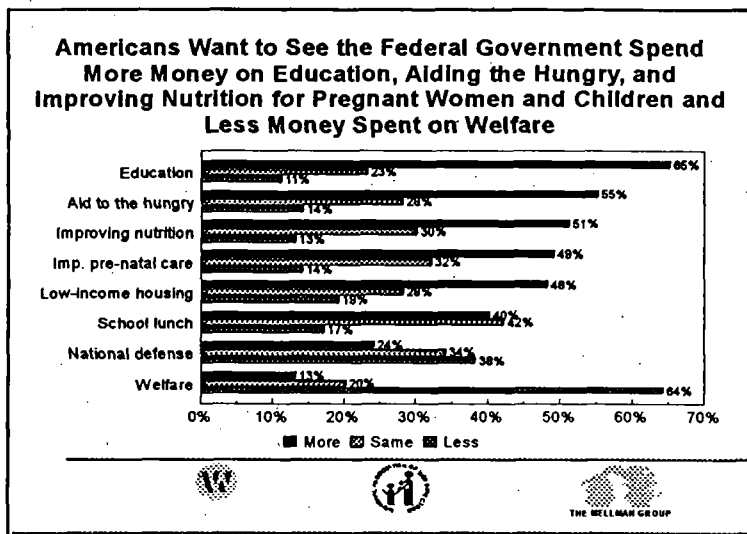


Americans' support for WIC transfers onto the program's specific rules and requirements. For example, a majority favor the competitive bidding process WIC requires for the purchase of infant formula. Overall, 55% of Americans support this rule, while only 12% oppose it. The intensity of support is strong, as almost half (47%) "strongly favor" this requirement. Men, college graduates and Republicans are disproportionately more likely to support this requirement.

Finally, solid majorities worry about WIC-related problems, although these concerns lack the salience of other top issues. Three in five respondents (59%) say the fact that "too many children in this country are going to bed hungry" worries them and 56% say the fact that "too many pregnant women do not receive adequate health care" are cause for concern. Not surprisingly, crime and drugs (85%), concern the federal

government is wasting our tax dollars (80%) and the cost of health care (77%) top the list of Americans' worries.

Americans Support Federal Funding for WIC



Against the backdrop of budget cuts in Washington, Americans strongly support federal spending for WIC at its current or *increased* levels. Overall, strong majorities believe the federal government should spend the same or *more* on improving "health care for pregnant women and children in the U.S." (49% more, 32% same) and improving "nutrition for pregnant women and children in the U.S. who are poor and suffer from nutritional deficiencies" (51% more, 30% same). In contrast, 24% favor

spending more on national defense and 40% wish to increase spending on school lunches. Almost 2 in 3 (64%) want to spend less on welfare.

Support for federal spending on WIC-related problems transcends partisanship. Slightly more than 7 in 10 Republicans (73% improved health care, 72% improved nutrition) and 4 in 5 independents (81% improved health care, 81% improved nutrition) support the same or increased levels of spending to improve the health care and nutrition of pregnant women and children. Almost 9 in 10 Democrats (88% improved health care, 89% improved nutrition) support these goals.

Not surprisingly, these positive feelings toward WIC help insulate it from the current budget cutting frenzy. Respondents were asked to choose from a list of government programs which they would cut *first* to help reduce the federal budget deficit. A plurality (30%) offer national defense as their first choice while only 3% mention WIC. Likewise, respondents were asked to name three programs they would cut *last* to help balance the federal budget. Social Security (47%) and Medicare (34%) top the list but WIC is a close third with 33%.

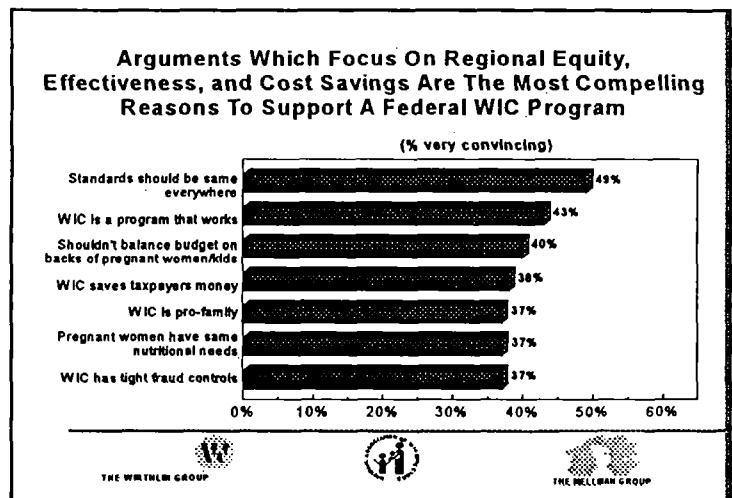
WIC Benefits by Differentiating Itself from Welfare

Americans are currently split in the way they perceive WIC's relationship with welfare. A slight majority (51%) correctly envision WIC to be a health care program, while 46% think WIC is more like a welfare program. The distinction is more clear among people who are familiar with WIC, however. Seven in ten (71%) Americans who know a "great deal" about WIC think it is a health care program.

Americans believe WIC differs from welfare in several fundamental ways. WIC's greatest differences with welfare are the fact it is a short-term intervention, requires competitive bidding for infant formula, provides nutrition counseling and has tight fraud controls. Stressing these differences will help differentiate WIC from AFDC and continue to generate strong positive feelings.

WIC Has Several Strong Messages to Maintain the Status Quo, While Its Opponents Have Fewer Arguments for Change

Characteristic of a popular program, WIC has several messages that resonate with Americans in favor of maintaining the rulemaking status quo. Overall, half (49%) find the argument that the rules and standards should be uniform and "pregnant women and children in one state should not be treated differently from those who happen to live in another state" to be a "very convincing" reason to support keeping the responsibilities for setting rules and standards with the federal government. Slightly fewer (43%) believe it is very convincing that WIC is a government program that works, as evidenced by 70 demonstration studies showing increased prenatal care, lower infant mortality rates and fewer low birthweight babies. Finally, 2 in 5 Americans (40%) believe "while it is important to cut spending and reduce the deficit, the budget shouldn't be balanced on the backs of pregnant women, and their infants and young children" to be a very convincing reason to maintain federal control. These messages also resonate with certain key swing constituencies. Majorities of liberal/moderate Republicans (53% very convincing) and independents (51% very convincing) find the uniform standard argument particularly convincing.



Another key group in this era of increased attention to "family values" are conservative, Christian Americans. When WIC is described as pro-family because "it encourages high risk women to carry their children to term, rather than aborting them," 51% of pro-life Americans find this statement "very convincing." Similarly, 43% of born-again Christians believe this is a very convincing argument to maintain the status quo.

In contrast, the arguments used by proponents of shifting WIC's rulemaking to the states receive a chilly reception. Only 3 in 10 (29%) Americans believe the argument that low-income people become dependent on federal aid and "shifting the rulemaking authority for WIC from the federal government will encourage personal responsibility and give assistance only to those who are truly in need" is a very convincing argument. Likewise, the conventional wisdom that "state and local officials can develop their own health and nutrition programs better than the bureaucrats in Washington," is a very convincing argument to only 1 in 4 (27%) Americans. Statements suggesting a shift in rulemaking authority will save taxpayers money (18% very convincing) and we cannot trust the federal government to help pregnant women and their children (16% very convincing) also fall on deaf ears.

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SUMMARY OF FINDINGS

WIC Is Extremely Popular Among Those Who Know About The Program

- ▶ Among those with an opinion, WIC and school nutrition are the most popular federal programs we tested
- ▶ It is also viewed as the most effective
- ▶ When WIC is described, nearly two-thirds support the program
- ▶ However, WIC is not as well known as other programs

Americans Do Not Want WIC Funding Cut

- ▶ Just about half of the public wants funding for WIC services increased
- ▶ Support for federal spending on WIC-related problems transcends partisanship
- ▶ Only about 1 in 10 favor cuts
- ▶ Almost no one wants WIC to be first as the budget is cut
- ▶ In fact, Social Security, Medicare and WIC are the programs people want to cut last
- ▶ Almost half want the federal government to do more to fight malnutrition and infant mortality



THE WIRTHLIN GROUP



THE MELLMAN GROUP

SUMMARY OF FINDINGS, cont'd

WIC Is Seen As At Least Somewhat Different From Welfare Programs

- ▶ A narrow majority believe WIC is a health care program, not welfare
- ▶ WIC's short-term benefits, competitive bidding, nutrition counseling and tight fraud controls differentiate it most strongly from welfare
- ▶ Lowering infant mortality, fraud controls and food vouchers are the most important aspects of WIC

Our Strongest Messages Focus On Uniform Standards And Studies That Show WIC Works

- ▶ Improving health and saving money are the most important reasons to support nutrition assistance
- ▶ Regional equity and cost savings are the most compelling arguments for a federal WIC
- ▶ Arguments against WIC are generally weak



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SUMMARY OF FINDINGS, cont'd

The More People Know About WIC The More They Like It

- ▶ Those who know about WIC are more likely to support the program
- ▶ They are also more likely to want funding increased
- ▶ Those who know WIC well are also convinced it is a health care program not welfare



THE WIRTHLIN GROUP



THE MELLMAN GROUP

Methodology

- ▶ The Mellman Group and The Wirthlin Group developed this survey of Americans
- ▶ 807 interviews
- ▶ The sample reflects the demographic distribution of the United States
- ▶ Interviews were conducted between March 28 and April 1, 1995

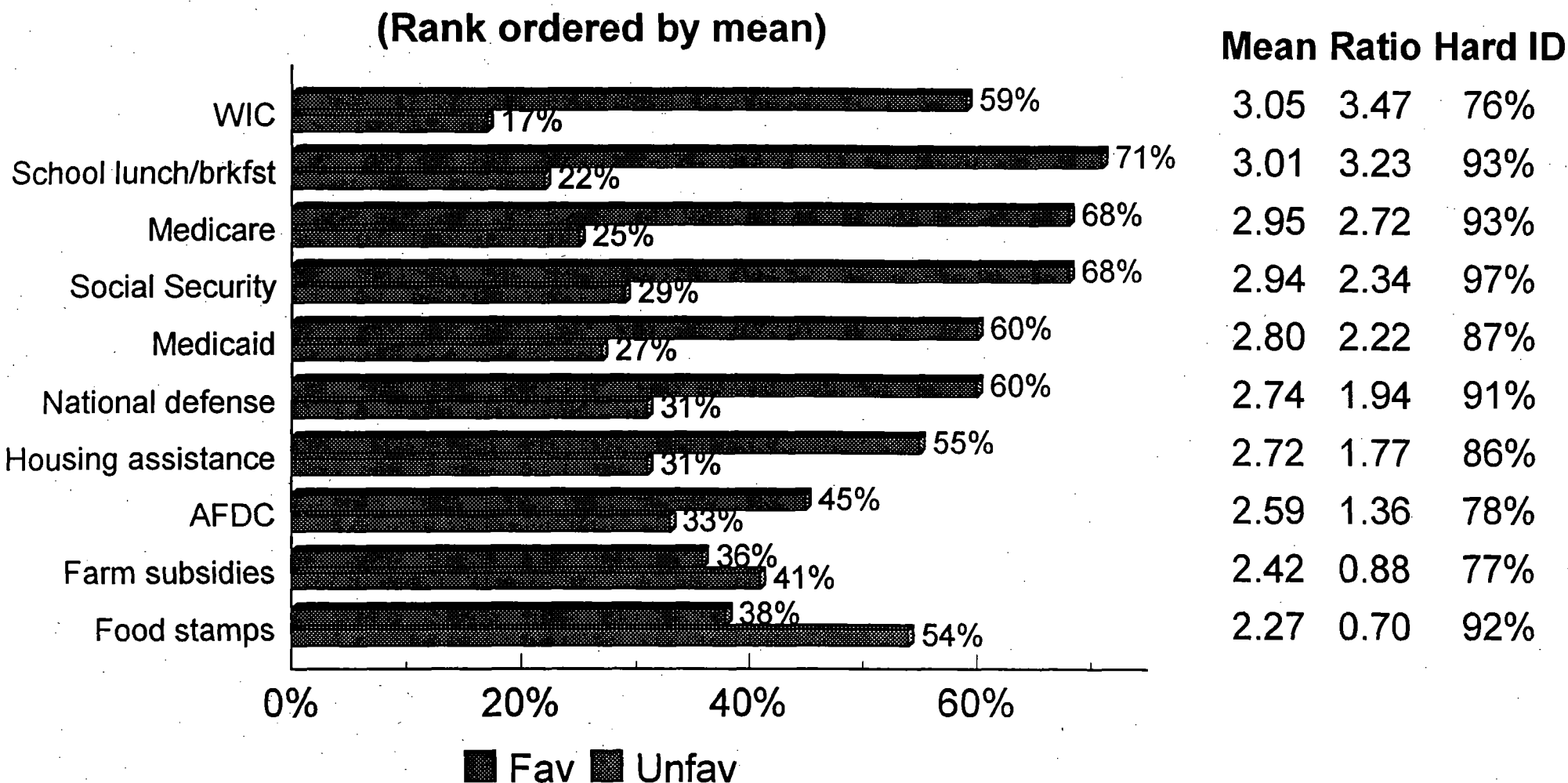


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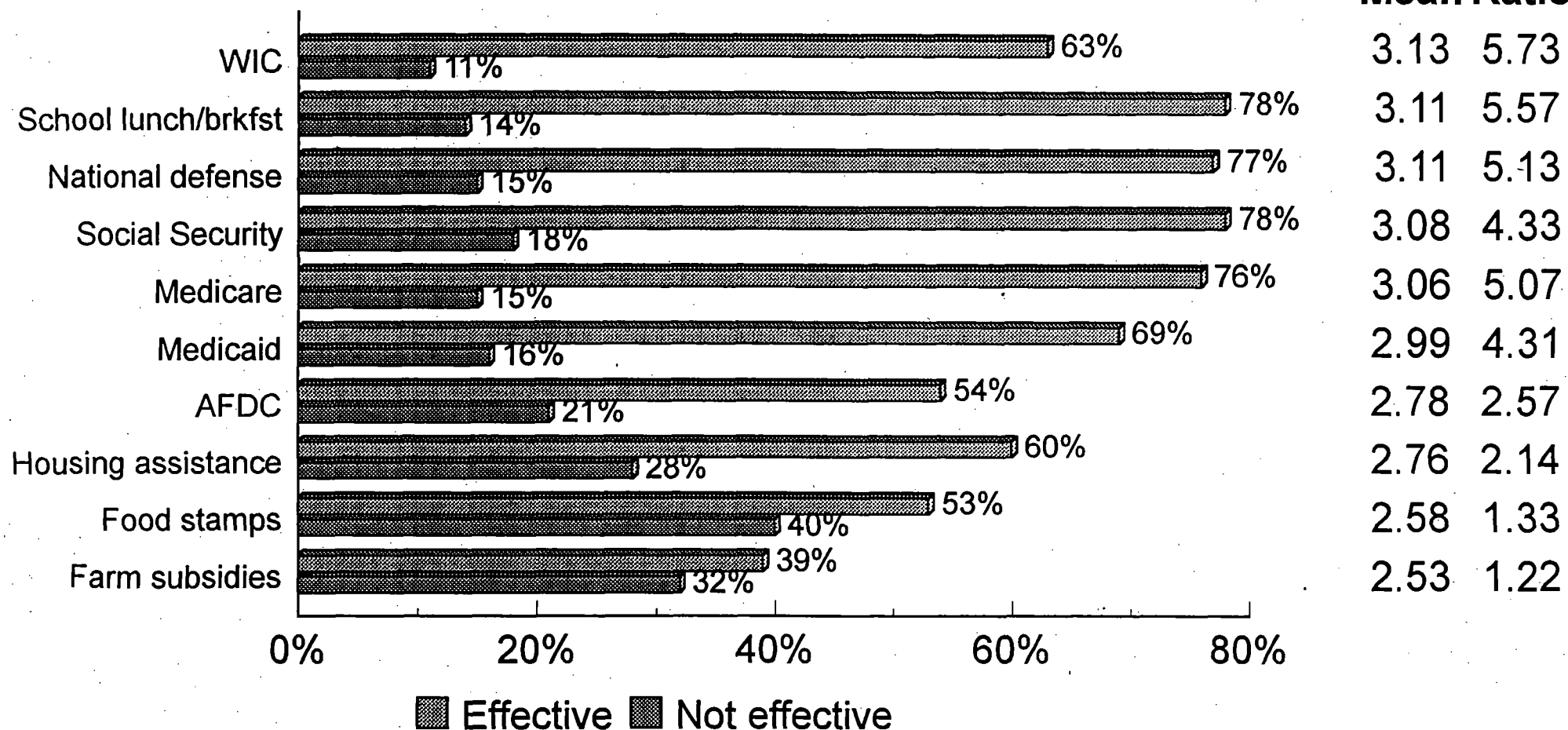
Among Those With An Opinion, WIC and School Nutrition Are the Most Popular Federal Programs



They Are Also Viewed As the Most Effective Programs

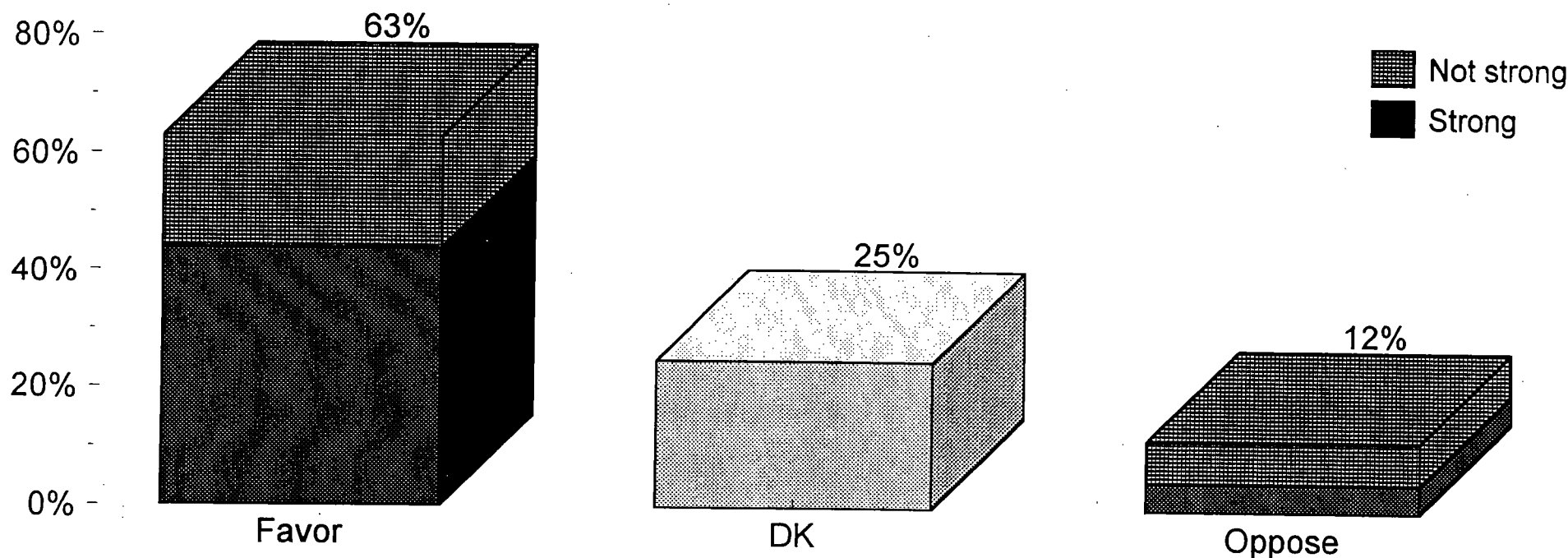
(Rank ordered by mean)

Mean Ratio



Nearly Two-Thirds of Americans Support WIC, Nearly Half Strongly Support the Program

Well, WIC provides nutrition assistance and counseling, as well as health care referrals, to low income pregnant women and children under five, who health professionals certify as being nutritionally at risk. WIC is administered by the states, but standards and rules are set by the federal government. Do you favor or oppose the WIC program or don't you have an opinion on it?



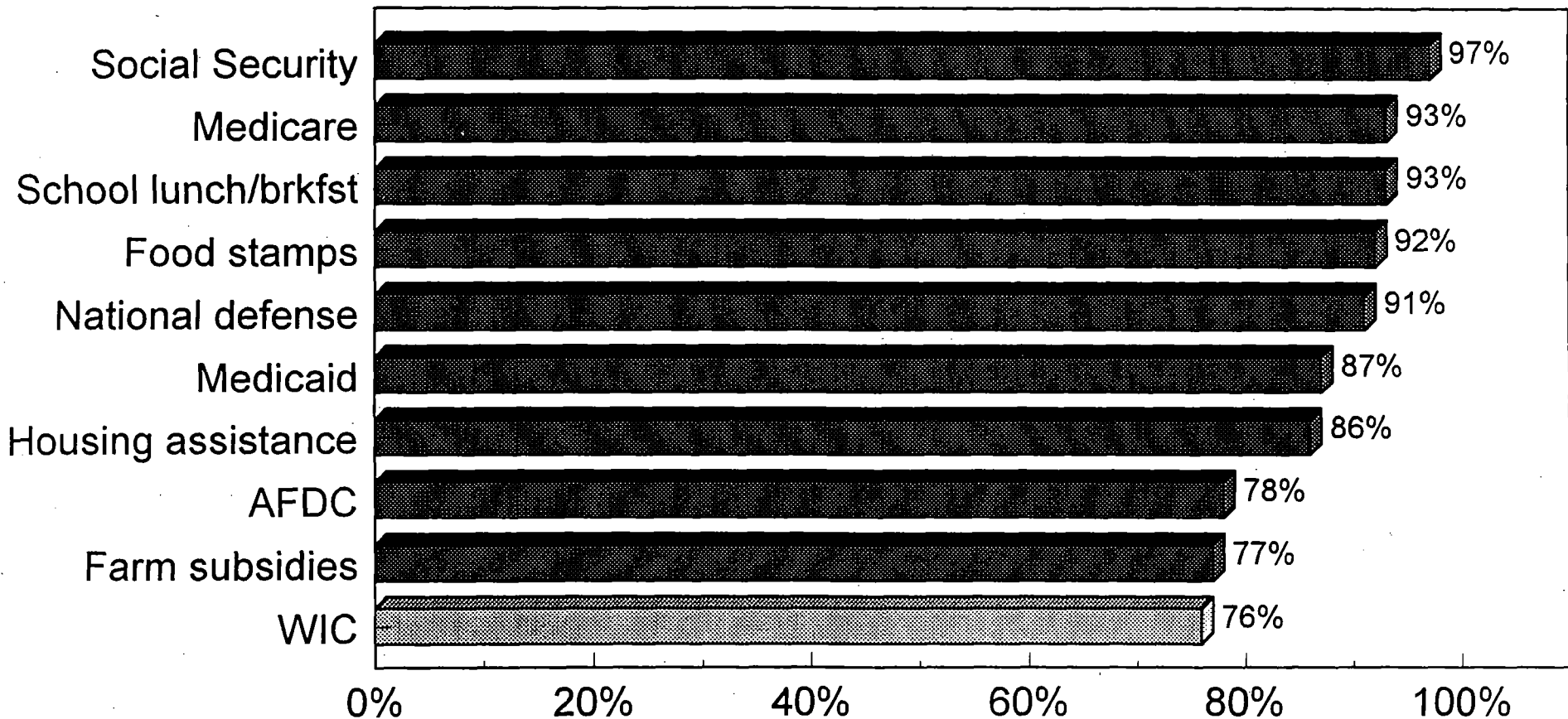
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Though Americans Are Less Familiar With WIC

(Hard ID)

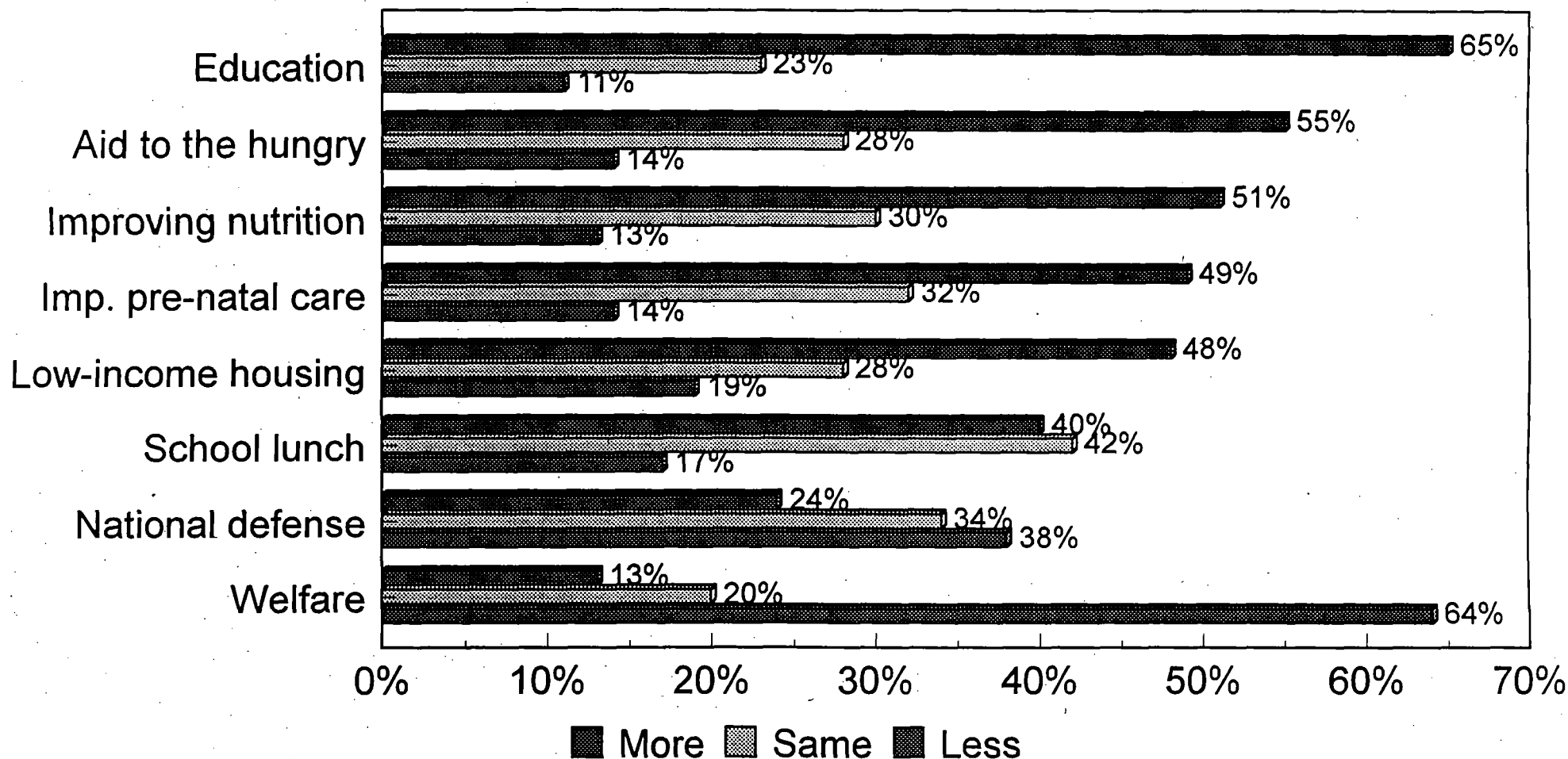


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Americans Want to See the Federal Government Spend More Money on Education, Aiding the Hungry, and Improving Nutrition for Pregnant Women and Children and Less Money Spent on Welfare



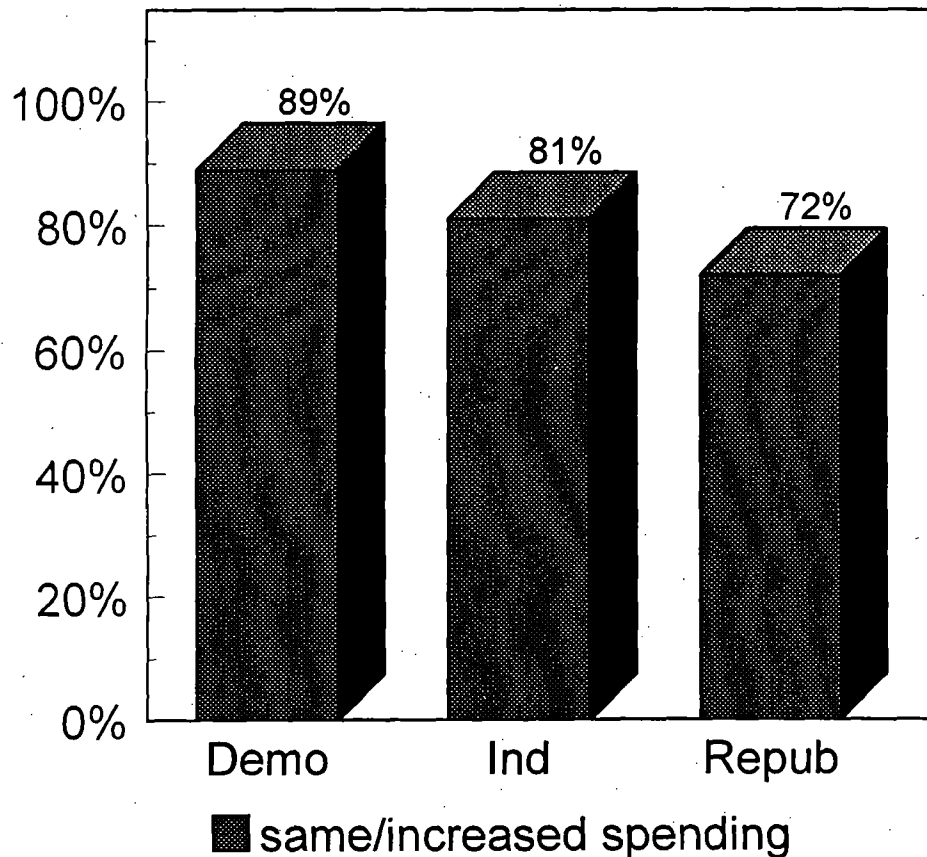
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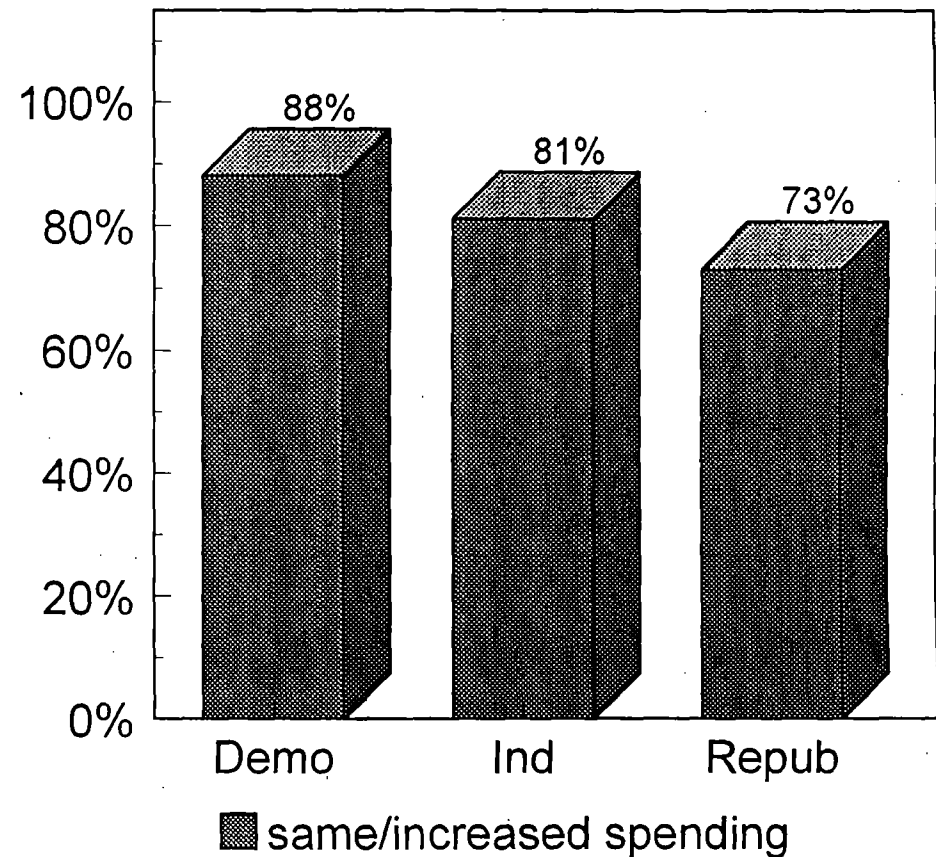
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Support for Federal Spending on WIC-Related Problems Transcends Partisanship

Improving Nutrition



Improving pre-natal care

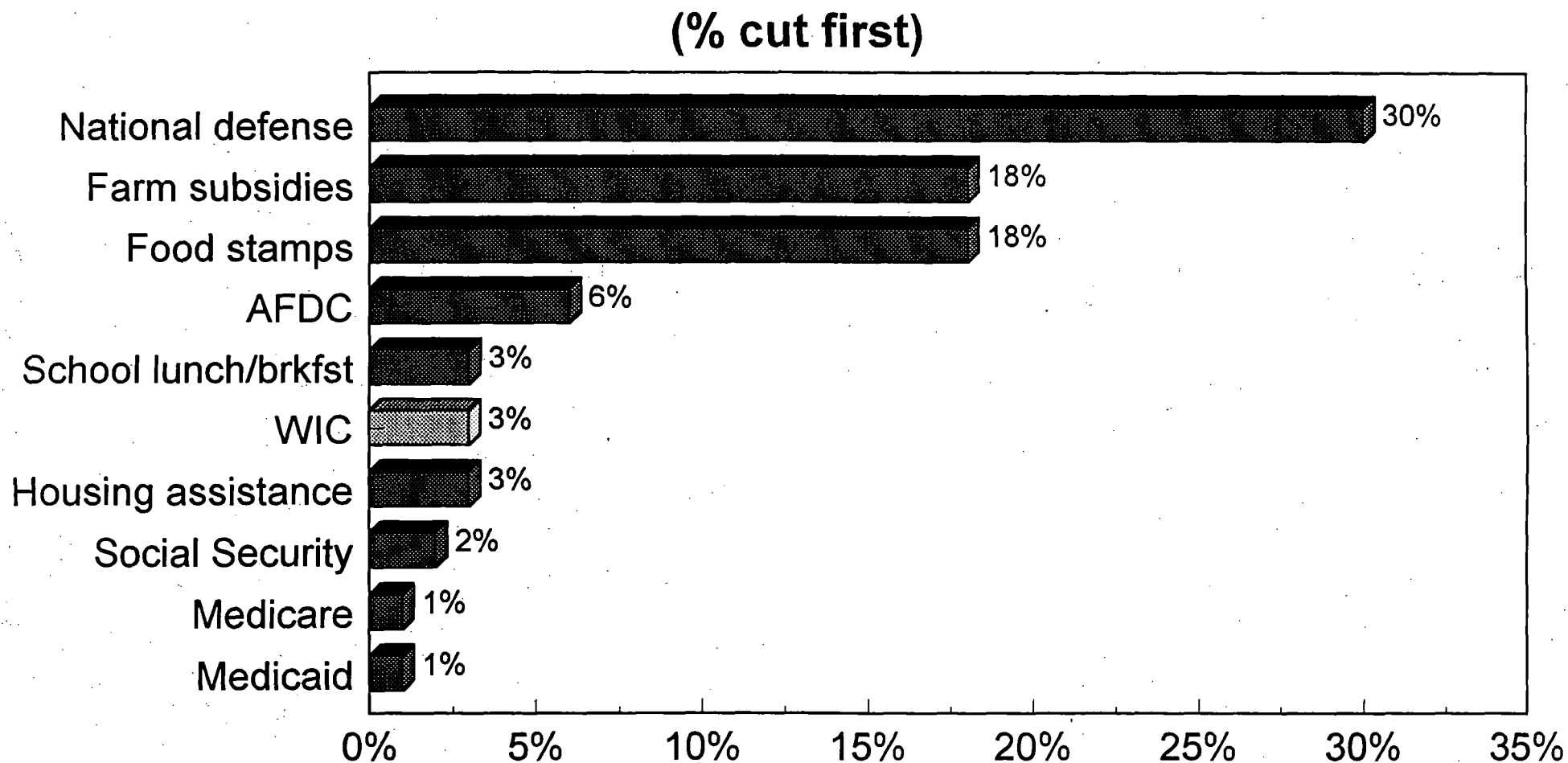


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Nearly One-Third Say National Defense Should Be Cut First; Just 3% Say WIC

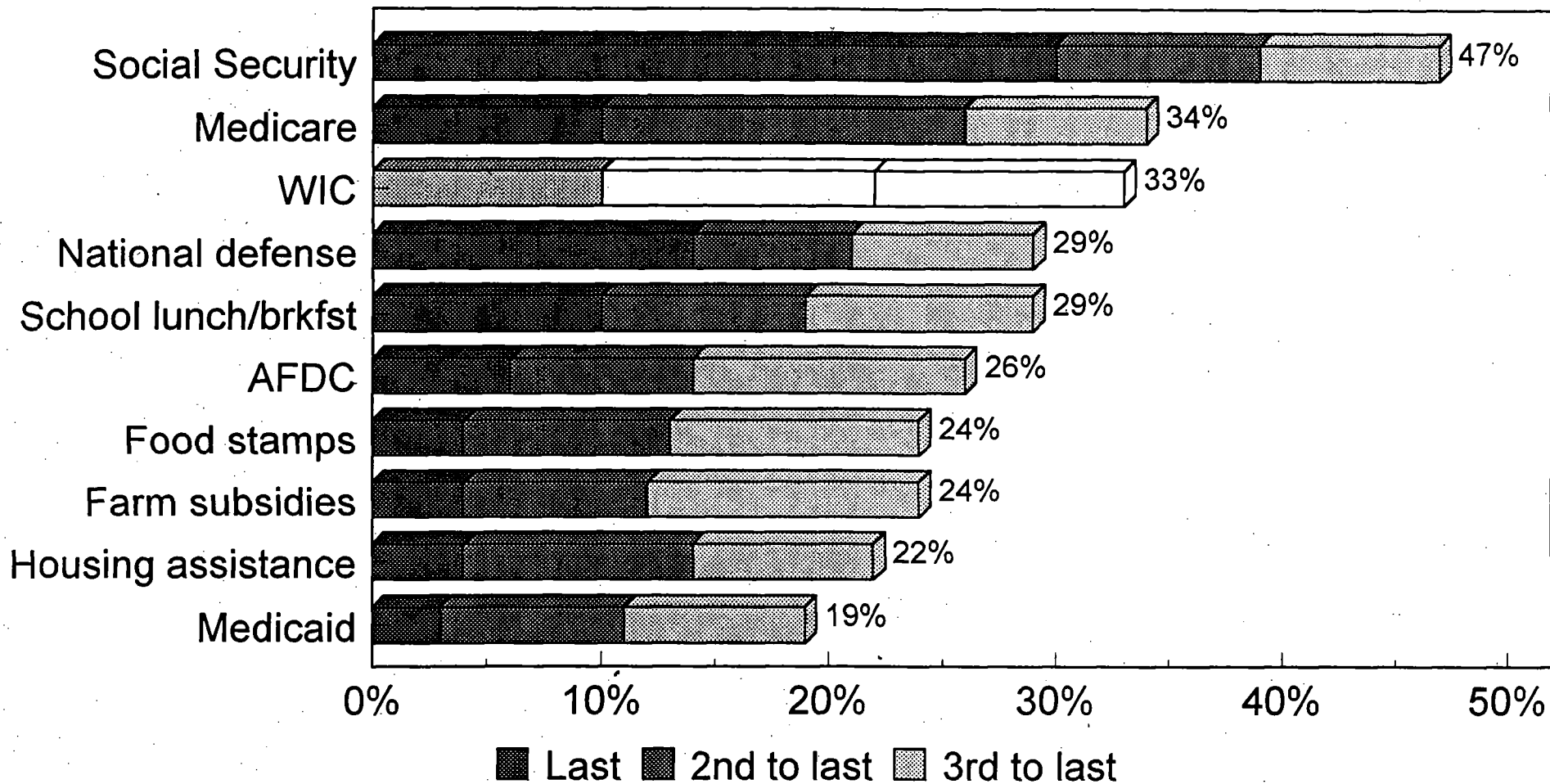


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Americans Believe Social Security, Medicare, and WIC Should Be the Last Programs Cut



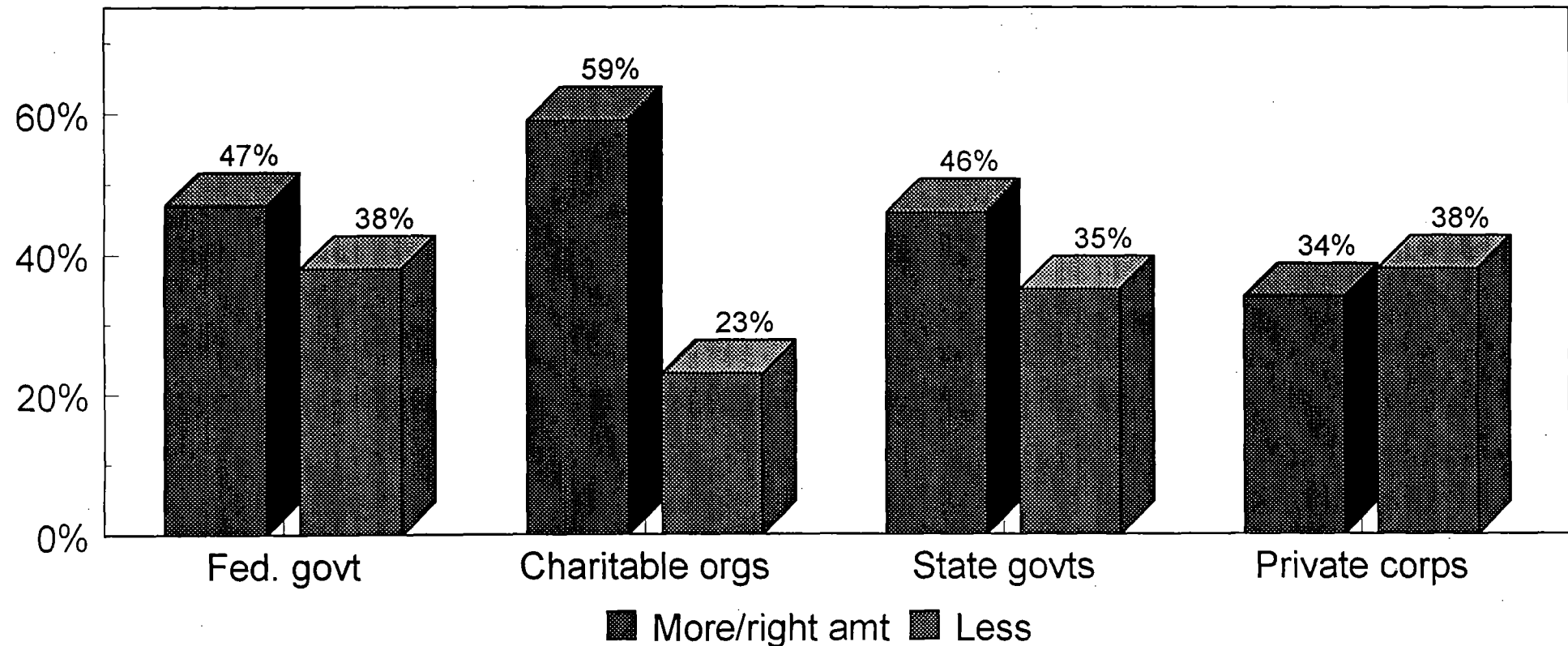
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A Plurality Say the Federal Government Is Not Doing Enough to Fight Malnutrition and Infant Mortality

How much is each institution doing to fight malnutrition and infant mortality in the U.S.?



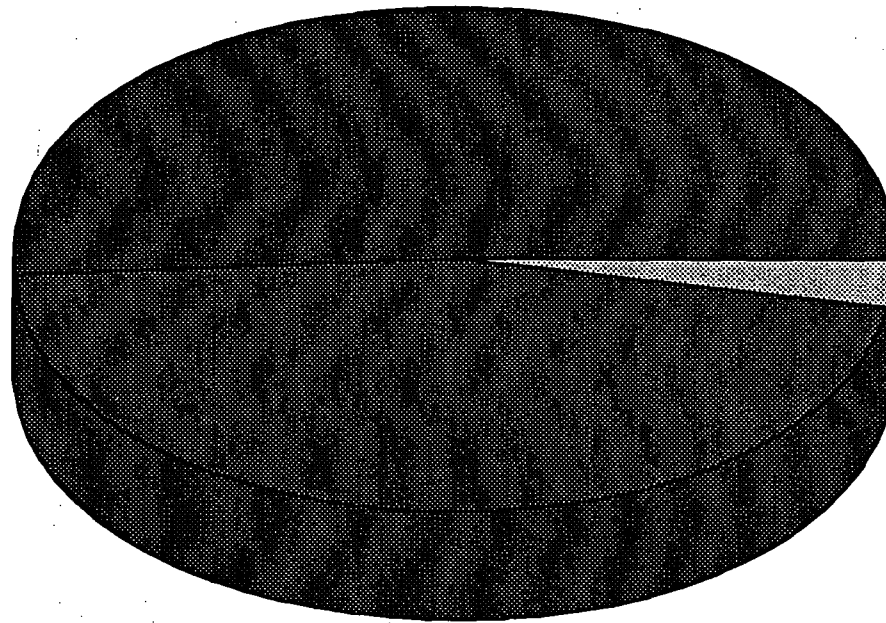
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A Narrow Majority Believe WIC Is A Health Care, Not A Welfare Program

Health care 51%



DK 3%

Welfare 46%



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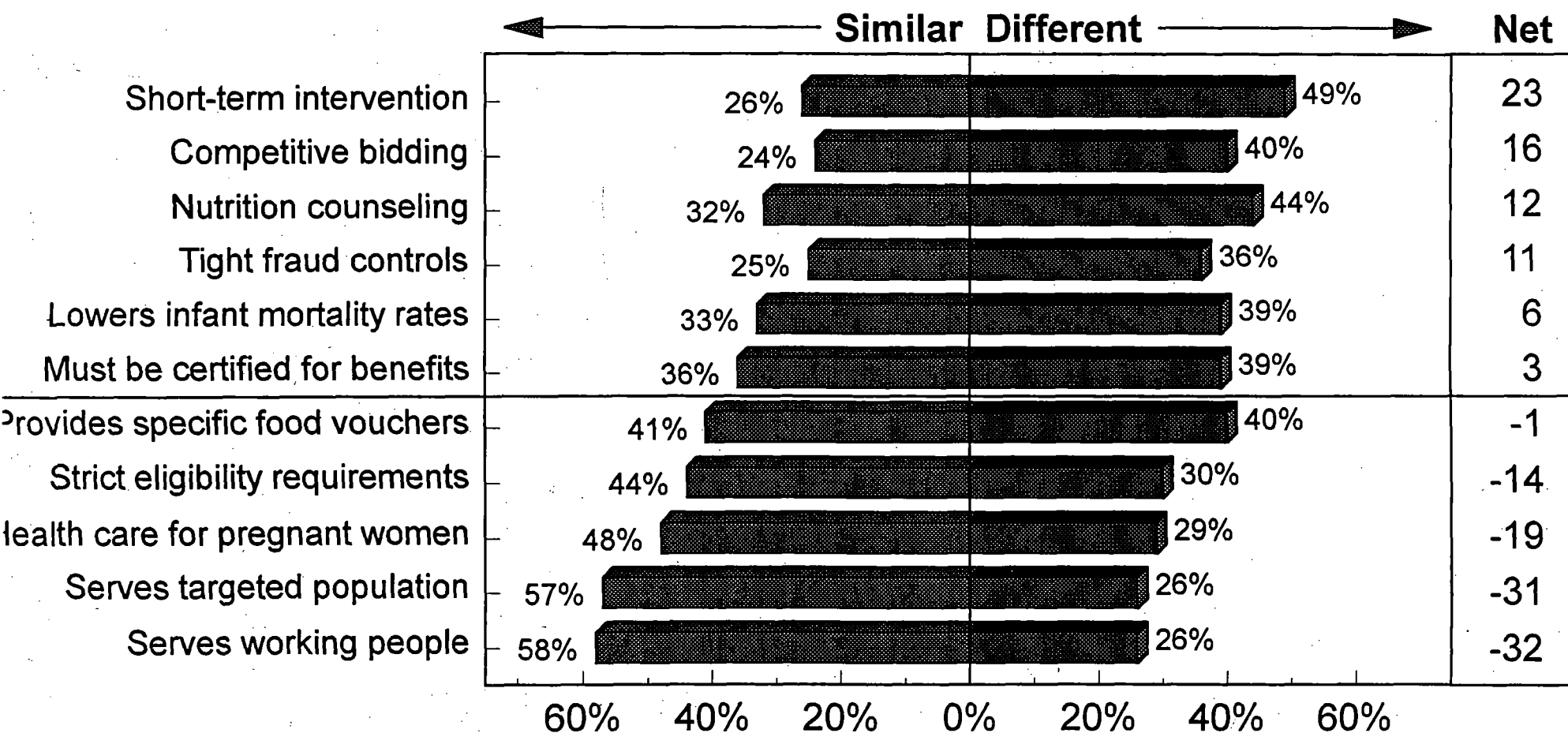


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Americans Believe WIC's Short-Term Benefits, Competitive Bidding System, Nutrition Counseling, and Tight Fraud Controls Make It Different From Welfare Programs

Is each characteristic or rule of WIC similar to welfare programs or different from welfare programs?

(Rank ordered by net different)



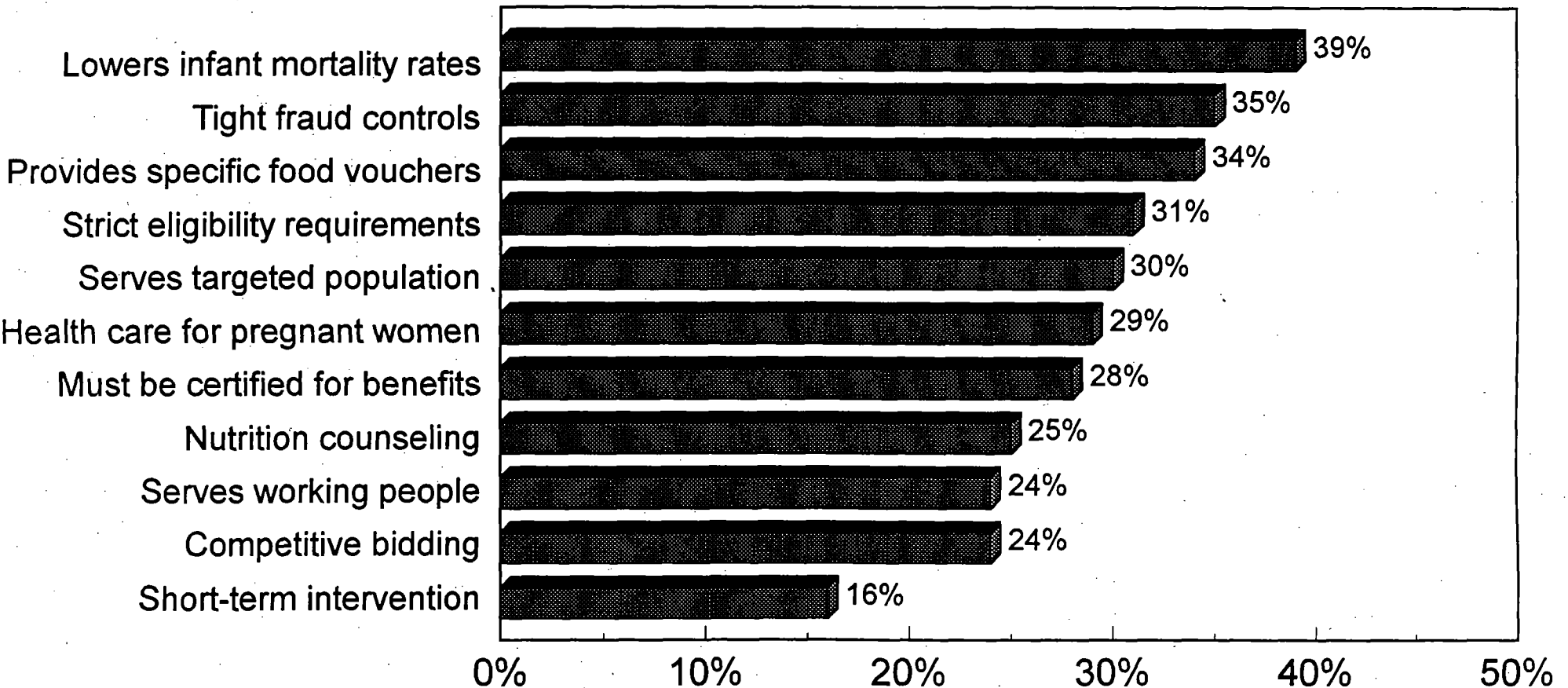
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Lowering Infant Mortality, Fraud Control, and Food Vouchers Are the Most Important Elements of the Program

(% one of the most important)



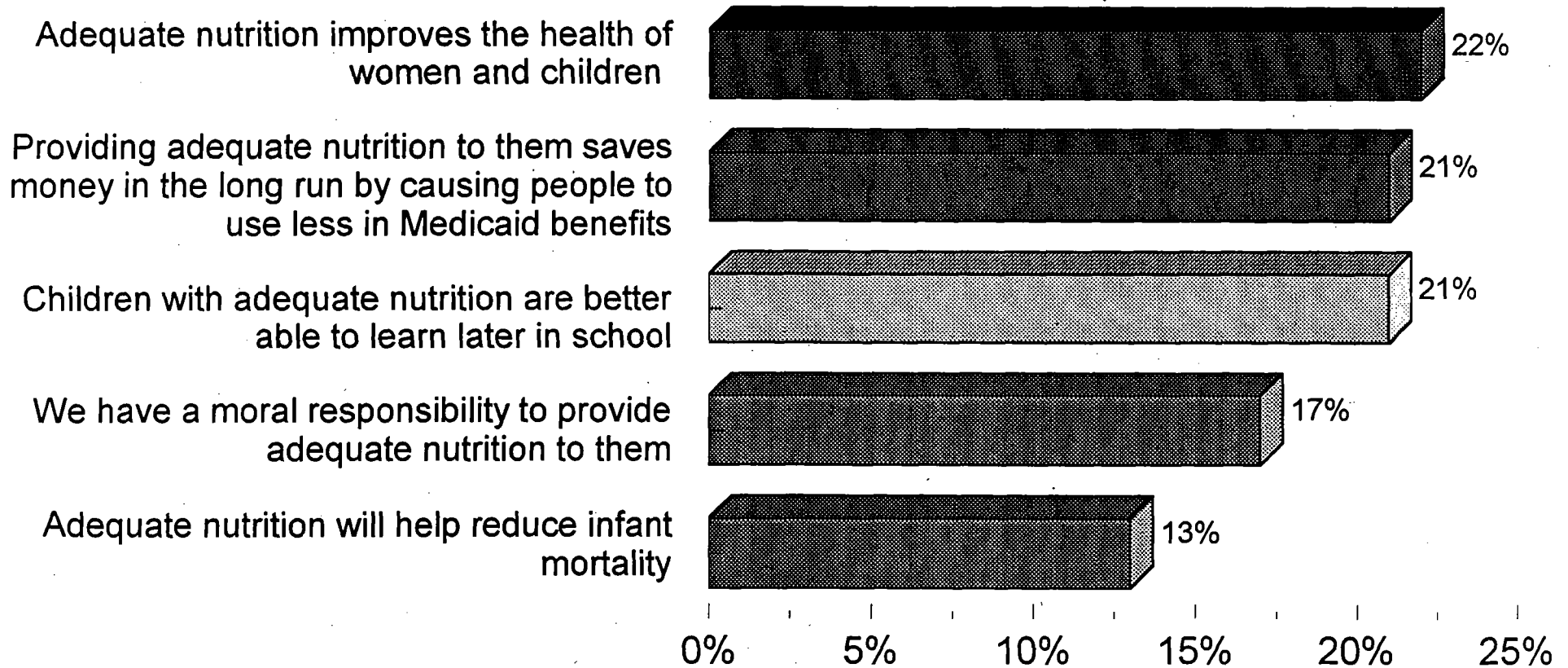
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Improving Health, Saving Money And Enabling Kids To Learn Are Important Reasons To Support Nutrition Assistance

(Most important reason)



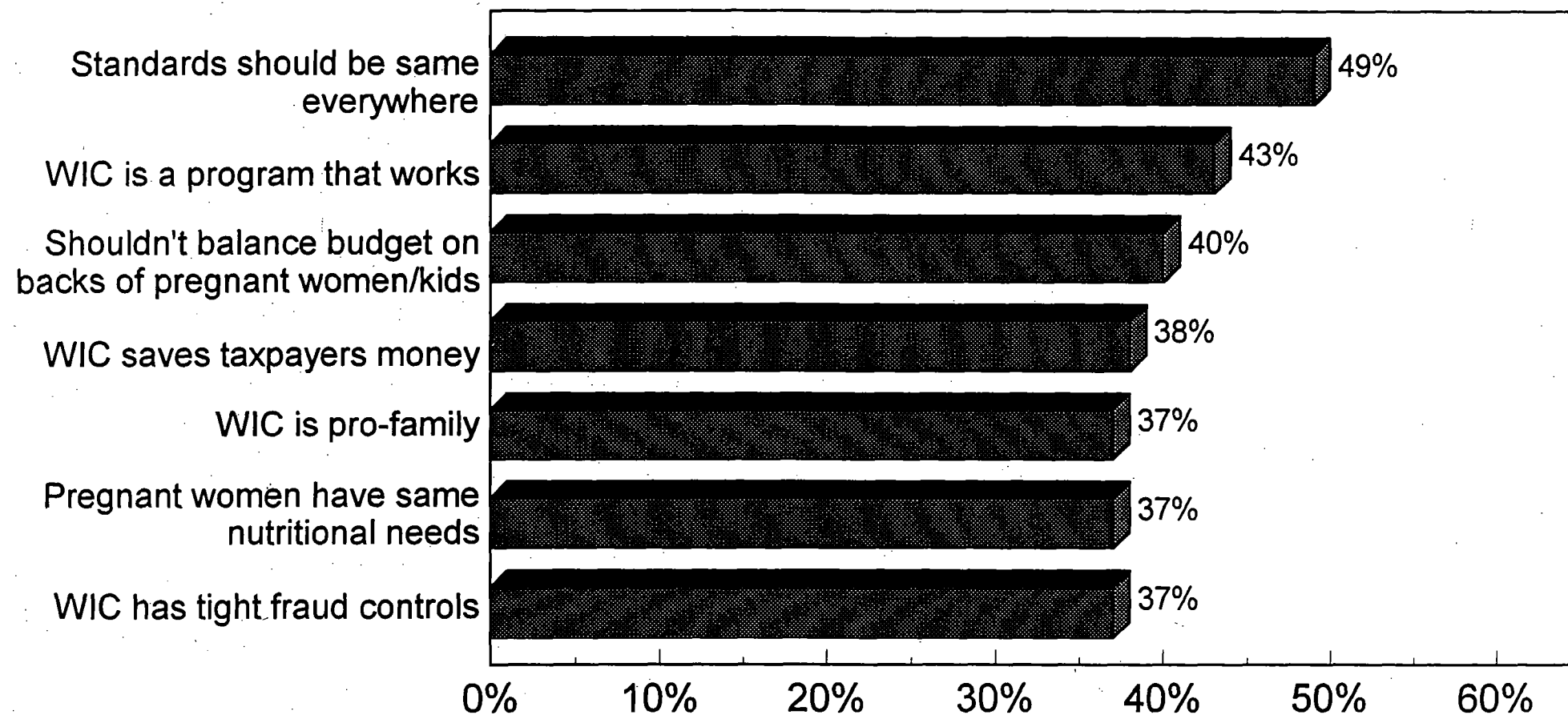
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Arguments Which Focus On Regional Equity, Effectiveness, and Cost Savings Are The Most Compelling Reasons To Support A Federal WIC Program

(% very convincing)



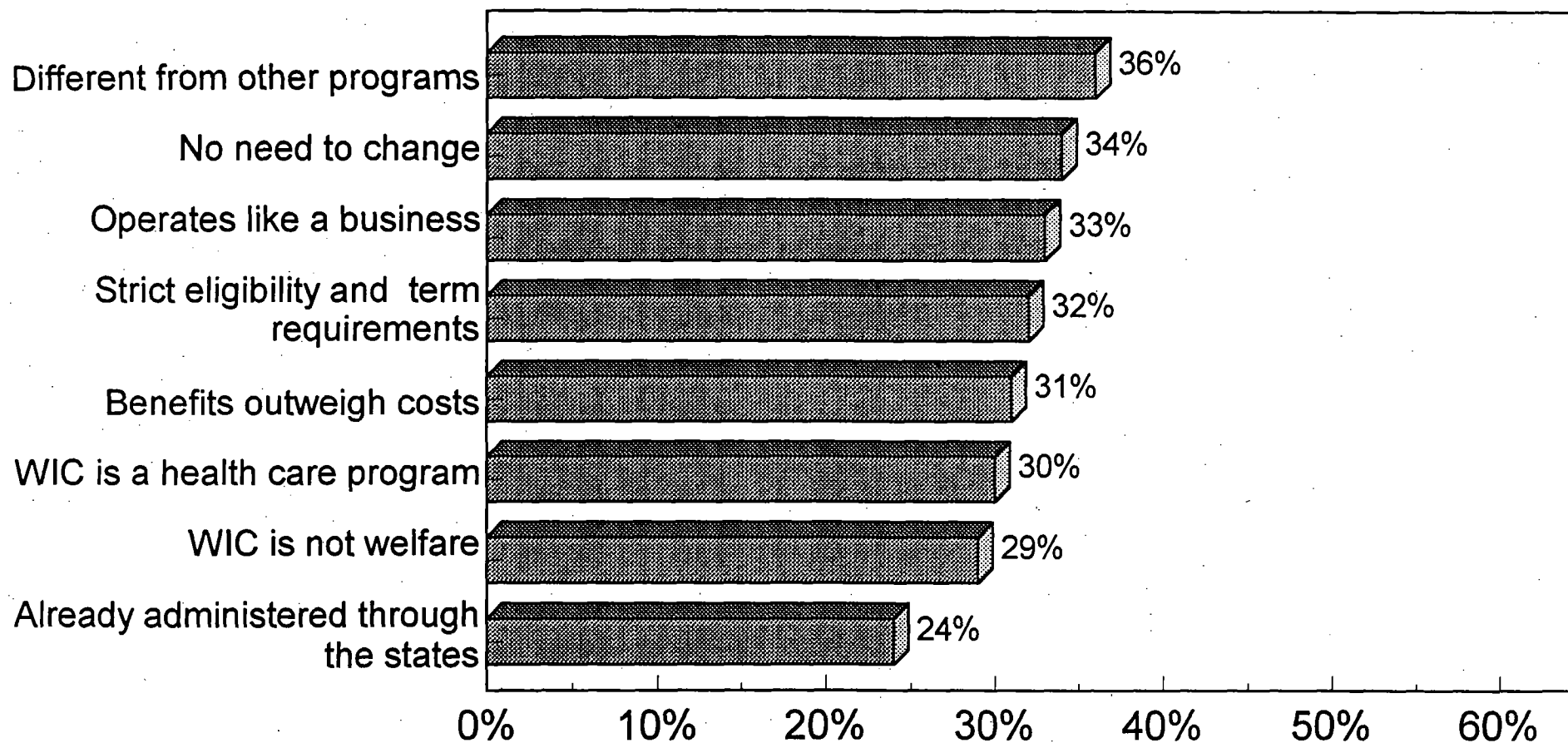
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That WIC is Already Administered Through the States and Is a Health Care, Not a Welfare Program Are Less Compelling

(% very convincing)



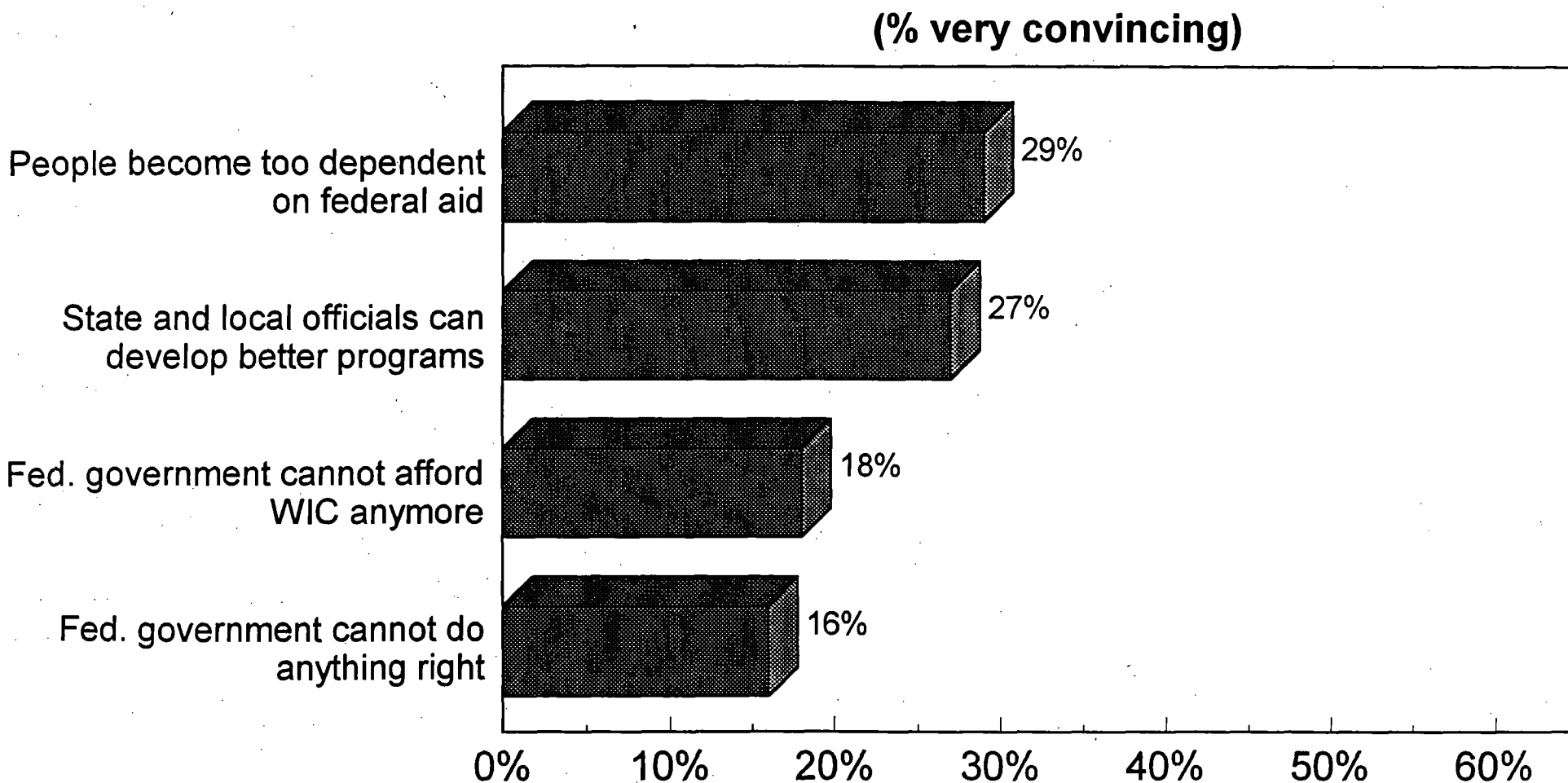
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Dependence and Local Know-How Are the Most Convincing Reasons to Allow Each State to Set Its Own Rules

Our Messages Are More Compelling Than Our Opponents'



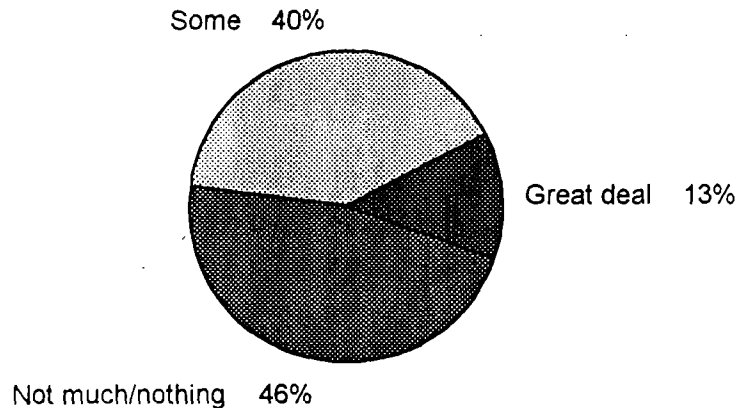
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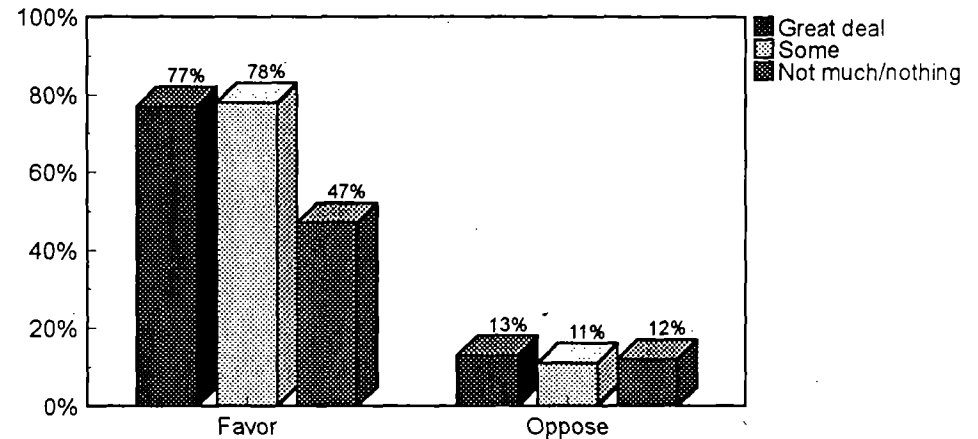
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Those Who Know About WIC Are Far More Positive About the Program

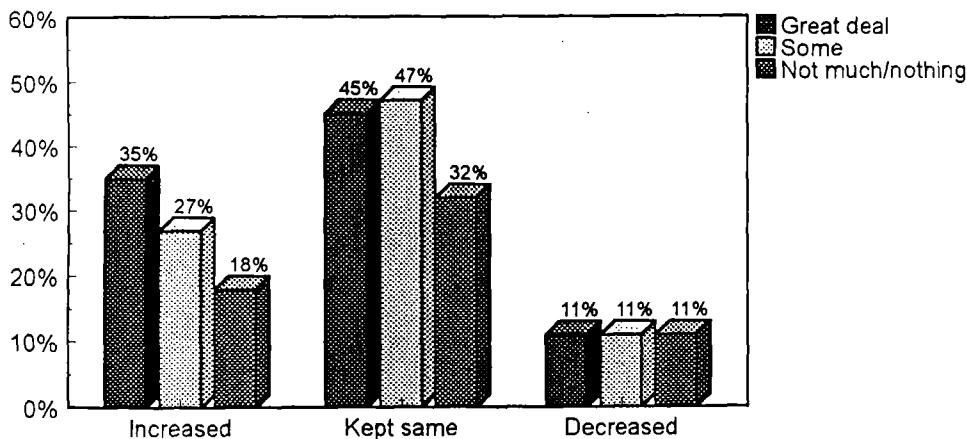
How much do you know about WIC?



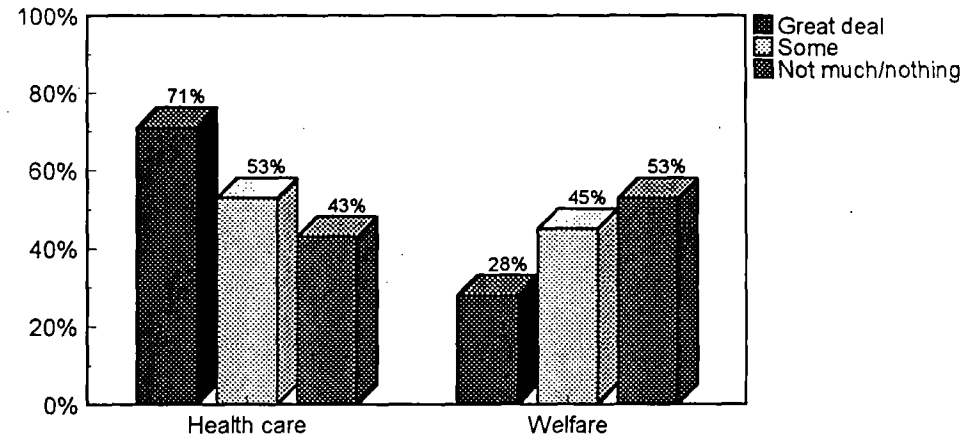
Do you favor or oppose WIC?



Do you think funding for WIC should be...?



Does WIC sound more like a ... program?



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SURVEY QUESTIONS

Now I'm going to read you a list of programs the federal government in Washington administers. Overall, do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of ____ [READ NAME FROM LIST BELOW]. If you haven't heard of the program, or if you don't know enough about it to have an impression, just say so and we will move on.

	Very fav.	Smwt fav.	Smwt unfav.	Very unfav.	Can't rate	DK/NA
the food stamp program	11	27	29	25	6	2
WIC or the Special Supplemental Nutrition Program for Women, Infants, and Children	24	35	13	4	17	7
A.F.D.C. or Aid to Family's with Dependent Children	12	33	22	11	15	7
housing assistance for low-income people	16	39	22	9	10	3
Medicaid	19	41	18	9	10	3
school lunches and breakfasts	29	42	16	6	6	2
agricultural price supports for American farmers	13	23	24	17	16	7
Social Security	36	32	16	13	3	1
national defense	18	42	21	10	6	3
Medicare	28	40	18	7	6	1

I'm going to read you the same list of federal programs again. This time please tell me if, overall, you think each program is very effective, somewhat effective, not too effective, or not at all effective. If you haven't heard of the program, or if you don't know enough about it to have an impression, just say so and we will move on.

	Very eff.	Smwt eff.	Not too eff.	Not at all eff.	Can't rate	DK/NA
the food stamp program	12	41	29	11	5	1
WIC or the Special Supplemental Nutrition Program for Women, Infants, and Children	23	40	9	2	19	6
A.F.D.C. or Aid to Family's with Dependent Children	10	44	16	5	17	7
housing assistance for low-income people	12	48	23	5	10	2
Medicaid	17	52	13	3	12	3
school lunches and breakfasts	27	51	12	2	5	2
agricultural price supports for American farmers	8	31	22	10	21	7
Social Security	30	48	14	4	3	0
national defense	28	49	11	4	6	2
Medicare	22	54	12	3	8	2

Well, WIC provides nutrition assistance and counseling, as well as health care referrals, to low income pregnant women and children under five, who health professionals certify as being nutritionally at risk. WIC is administered by the states, but standards and rules are set by the federal government. Do you favor or oppose the WIC program or don't you have an opinion on it? **[IF FAVOR/OPPOSE:]** Do you (favor/oppose) that strongly or not so strongly?

strongly favor	44	63
not strongly favor	20	
not strongly oppose	7	
strongly oppose	5	12
dk/na	25	

I'm going to list some of them. After each, please tell me whether you think the U.S. federal government should spend more, the same, or less in each area. If you aren't sure, please say so and we will go on. **[IF MORE OR LESS ASK:]** Is that a great deal (more/less) or somewhat (more/less)?

	Great Deal More	Smwt More	Same	Smwt Less	Great Deal Less	DK/NA
pre-school, elementary, and secondary education	33	32	23	6	5	2
aid to the hungry	25	30	28	10	4	4
improving health care for pregnant women and children in the U.S.	20	29	32	10	4	6
welfare	4	9	20	32	32	3
providing opportunities to obtain low-cost housing for those who need it	19	29	28	14	5	5
school lunch programs	15	25	42	11	6	3
national defense	8	16	34	23	15	4
improving nutrition for pregnant women and children in the U.S. who are poor and suffer from nutritional deficiencies	22	29	30	9	4	6

If the federal budget deficit makes it necessary to make cuts in government programs, which of the following programs would you cut first? **(READ LIST)**

The food stamps program	18
WIC or the Special Supplemental Nutrition Program for Women, Infants and Children	3
AFDC or Aid to Families With Dependent Children	6
Low-income housing programs	3
School lunches and breakfasts	3
Farm subsidies	18
Medicaid	1
Social Security	2
National defense	30
Medicare	1
(Other: _____)	7
(Don't know)	7

And which of the following programs would you cut in order to help balance the federal deficit and reduce government spending? **(READ LIST)**

	Cut last	Cut 2nd to last	Cut 3rd to last	Total
The food stamps program	4	9	11	24
WIC or the Special Supplemental Nutrition Program for Women, Infants and Children	10	12	11	33
AFDC or Aid to Families With Dependent Children	6	8	12	26
Low-income housing programs	4	10	8	22
School lunches and breakfasts	10	9	10	29
Farm subsidies	4	8	12	24
Medicaid	3	8	8	19
Social Security	30	9	8	47
National defense	14	7	8	29
Medicare	10	16	8	34
(Other: _____)	1	1	1	3
(Don't know)	5	4	3	12

I'm going to read you a list of institutions and would like you to tell me whether you think each one is doing more than it should, about the right amount, or less than it should to fight malnutrition and infant mortality in the U.S. If you are not sure, just say so.

	More	Right Amt	Less	DK/NA
the federal government	27	20	38	14
private corporations	17	17	38	27
charitable organizations	19	40	23	17
state governments	19	27	35	18

Does WIC sound more like a **(ROTATE)** ___ health care program to you or more like a **(ROTATE)** ___ welfare program to you?

Health care program	51
Welfare program	46
(Don't know)	3

Now I'm going to describe several characteristics and rules of the WIC program. After each, please tell me whether you think that particular characteristic or rule is similar to welfare programs or is different from welfare programs. If you don't know enough about it to have an impression, just say so and we will move on. **[IF SIMILAR OR DIFFERENT ASK:]** Is that very (SIMILAR/DIFFERENT) or somewhat (SIMILAR/DIFFERENT)?

	Very Similar	Smwt Similar	Smwt Diff	Very Diff	DK/NA
Provides increased health care for pregnant women	17	31	16	13	23
Lowers infant mortality rates	10	23	20	19	28
Serves a targeted population of low and moderate income women and young children who have nutritional deficiencies	20	37	15	11	17
A short-term intervention that only provides help until children become five years old	9	17	18	31	24
Women and children can only receive benefits if certified by a health care professional	14	22	17	22	26
Requires competitive bidding services to get the lowest prices on goods purchased by the program	9	15	17	23	36
Has strict eligibility requirements	17	27	15	15	26
Has tight fraud controls	9	16	15	21	40
Provides nutrition counseling	10	22	20	24	24
Provides vouchers which can only be used to purchase specific foods that professionals say the women or children need more of	17	24	16	24	19
Serves working people with low incomes	25	33	13	13	16

Now I'm going to describe several characteristics and rules of the WIC program. After each, please tell me how important you think that particular characteristic or rule is. Is it one of the most important, is it very important, somewhat important, not too important, or not important at all -- or aren't you sure

	One of the most imp.	Very imp.	Smwt imp.	Not too imp.	Not at all imp.	DK/NA
Provides increased health care for pregnant women	29	36	3	2	6	25
Lowers infant mortality rates	39	21	1	2	7	30
Serves a targeted population of low and moderate income women and young children who have nutritional deficiencies	30	33	4	1	6	26
A short-term intervention that only provides help until a child is five years old	16	43	7	3	9	22
Women and children can only receive benefits if certified by a health care professional	28	33	6	3	6	25
Requires competitive bidding services to get the lowest prices on goods purchased by the program	24	33	6	2	8	27
Has strict eligibility requirements	31	32	4	1	6	27
Has tight fraud controls	35	18	3	1	10	32
Provides nutrition counseling	25	37	5	2	4	27
Provides vouchers which can only be used to purchase specific foods that professionals say the women or children need more of ...	34	27	4	2	4	29
Serves working people with low incomes	24	42	3	1	5	24

Which of the following do you think is the most important reason to provide nutrition assistance to pregnant women and children:

__ We have a moral responsibility to provide adequate nutrition to them . . .	17
__ Providing adequate nutrition to them saves money in the long run by causing people to use less in Medicaid benefits	21
__ Children with adequate nutrition are better able to learn later in school	21
__ Adequate nutrition improves the health of women and children	22
__ Adequate nutrition will help reduce infant mortality	13
(DK/NA)	7

Now I'm going to read some reasons that people have given us to continue to have the federal government set the rules and standards for the WIC program. After each, please tell me whether you think it is very convincing, somewhat convincing, not very convincing, or not at all convincing as a reason to continue the federal WIC program. If you are not sure how you feel about a particular item, please say so.

	Very conv	Smwt conv	Not very conv	Not at all conv	DK/NA
WIC is a government program that works. More than 70 studies have shown that WIC has significantly increased prenatal care, lowered infant mortality rates, and reduced the number of low birthweight babies	43	34	11	5	7
Pregnant women have the same nutritional needs, regardless of where they live. Without a federal WIC program, there is no guaranty that pregnant women will receive the assistance they need	37	30	22	7	5
The WIC program has strict eligibility and term requirements. Only high-risk women with pregnancy difficulties are eligible and the average woman stays on the program for no more than 13 months	32	35	19	7	7
WIC saves taxpayers money. On average, every dollar spent on WIC saves three dollars on future Medicaid costs.	38	32	16	7	7
While it is important to cut spending and reduce the deficit, the budget shouldn't be balanced on the backs of pregnant women, and their infants and young children	40	32	15	6	8
The federal WIC rules and standards are effective. Why should we let the states change something that already works	34	28	18	12	7

WIC is not welfare. A majority of women receiving benefits have jobs and receive no other public assistance.	29	27	25	12	7
The federal WIC program operates like a private sector business. States are required to contract for infant formula from the company that offers the lowest price to the state. This saved the federal government 1.1 billion dollars last year alone. Under the proposal to give control to the states, there is no requirement that contracts for baby formula will go to the low-cost supplier	33	35	17	8	7
The benefits of WIC outweigh its costs. WIC serves 7 million mothers and children every month for less than \$1.50 per child per day and represents just .02 percent of the federal budget	31	33	20	8	8
The rules and standards for nutrition programs should be the same everywhere in the country. Pregnant women and children in one state should not be treated differently from those who happen to live in another state	49	23	18	7	4
WIC is different from other federal assistance programs. It has strict eligibility requirements and is a short-term program. Participants are re-screened for eligibility every 6 months and the average woman is in the program for only 13 months	36	36	15	6	7
WIC has tight fraud controls. WIC personnel make on-sight visits to grocery stores to verify their transactions and states are required to confirm that participants purchase only WIC-authorized foods	37	33	17	8	6
WIC is already administered through the states -- the federal government just sets the standards	24	37	21	8	11
WIC is a health care program. Recipients receive nutrition counseling from medically trained personnel	30	42	15	5	7
WIC is pro-family because it encourages high risk women to carry their children to term, rather than aborting them	37	28	19	9	7

Now let me read some reasons people have given us to shift the rulemaking authority for WIC from the federal government and have the states set their own rules and standards for nutrition programs. After each, please tell me whether you think it is very convincing, somewhat convincing, not very convincing, or not at all convincing as a reason to allow each state to set its own rules and standards for nutrition programs. If you are not sure how you feel about a particular item, please say so.

	Very conv	Smwt conv	Not very conv	Not at all conv	DK/NA
State and local officials can develop their own health and nutrition programs better than the bureaucrats in Washington.	27	31	23	14	5
Unfortunately, our federal government can no longer afford to pay for expensive social programs like WIC. Shifting the rulemaking authority for WIC from the federal government to the states will save taxpayers money and help balance the budget which will reduce the burden on all of our kids	18	32	24	19	8
The federal government can't do anything right, we should not entrust something as important as the health of pregnant women and their young children to federal bureaucrats	16	23	33	22	6
Too often, people with low and moderate incomes become too dependent on federal aid. Shifting the rulemaking authority for WIC from the federal government will encourage personal responsibility and give assistance only to those who are truly in need	29	32	21	14	4

How much, if anything, do you happen to know about the Special Supplemental Nutrition Program for Women, Infants, and Children also known as WIC. Do you know a great deal, some, not too much or nothing at all?

A great deal	13
Some	40
Not too much	22
Nothing at all	24

THANK YOU. THE FEW REMAINING QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY.

Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else? **[IF REPUBLICAN OR DEMOCRAT ASK:]** Do you consider yourself a strong (Republican/Democrat) or a not so strong (Republican/Democrat)? **[IF INDEPENDENT ASK:]** Would you say that you lean more toward the Republicans or more toward the Democrats?

strong Republican	15	42
not so strong Republican	15	
indep. leans Republican	12	
independent	15	
indep. leans Democratic	11	
not so strong Democrat	15	
strong Democrat	16	41
dk/na/other	2	

On most political issues, do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative, very conservative or haven't you thought much about this? **[IF MODERATE ASK:]** Do you tend to lean toward the liberal or conservative side?

very liberal	7	29
somewhat liberal	18	
moderate, leans liberal	5	
moderate	11	
moderate, leans conservative	10	
somewhat conservative	25	
very conservative	10	45
dk/na	15	

What is your occupation?

unemployed	2
management/professional	29
clerical, sales, other white collar	14
agriculture	2
blue collar	13
student	6
homemaker	10
retired	13
other/na	11

Are you or is any member of your household a member of a labor union? [IF YES:] Is that you personally or someone in your household?

yes, individual	8
yes, household	7
no	83
dk/na	2

What is your age? [CODE ACTUAL AGE. REFUSED=99] _____

18-29	21
30-39	24
40-49	21
50-59	14
60+	20
Refused	0

How would you describe the area in which you live--Do you live in a city with over a million people, in a smaller city, in a suburban area outside a city, in a small town, or in a rural area?

City (1 million+)	16
Smaller city	17
Suburban area	24
Small town	22
Rural area	20
(Don't Know)	0

What was the last level of schooling you completed?

less than high school graduate	8
high school graduate	27
Vocational/Technical	3
some college	28
college graduate and beyond	34
na	0

In which of the following ranges does your family income fall?

below \$12,000	8
12 but less than 20 thousand	10
20 but less than 30 thousand	17
30 but less than 40 thousand	17
40 but less than 50 thousand	14
50 but less than 60 thousand	9
60 but less than 80 thousand	10
80 but less than 100 thousand	5
above 100 thousand	4
n/a	0
dk/refused	5

Are you black, white, Hispanic, Asian, Native American or some other race?

white	80
black	11
Hispanic	4
Asian	1
Native American	2
other	2
na	0

Are you married, single, separated, widowed, or divorced?

Married	56
Single	24
Separated/divorced	13
Widowed	7
(refused)	0

Do you have any children 18 years of age or younger living at home?

Yes	37
No	63
(Don't know)	0

What is your religion? [READ LIST]

Protestant	27
Baptist	17
Catholic	22
Jewish	1
or something else?	31
na	1

[IF PROTESTANT OR BAPTIST ASK:] Do you think of yourself as a fundamentalist, that is, a born again Christian?

Fundamentalist/Born-again Christian	51
Not born again	47
(Don't know)	2

RESUME ASKING EVERYONE

And last, what is your zip code? _____

That completes our public opinion survey. Thank you very much for your time and cooperation, and have a pleasant (day/evening).