



WV WIC Survey Results October 2023



Survey Inclusion & Exclusion Criteria

- Survey sent to enrolled participants:
 - at least 18 years old
 - at least 8 weeks postpartum
 - had made at least one call to Pacify
- 5% response rate
- WV WIC requested two survey communications to be sent to participants





Longevity



How long have you had Pacify?

43% 12+ mo

Duration



How long has your your breastfeeding experience been?

30% 12+ mo

Status



Are you currently breastfeeding?

29% Yes





Outside support



Did you receive other infant feeding support outside of Pacify?

60% No

Continued use



Are you still using Pacify as needed?

45% Yes

Impact



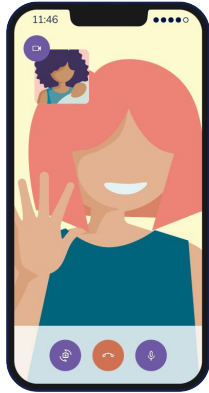
Has Pacify helped extend the amount of time you breastfed?

65% Yes





Satisfaction



Do you feel that Pacify should continue to be offered as a program by the West Virginia WIC?

95% Yes

Satisfaction



Would you call Pacify again if you need future support?

86% Yes





Suggestions

What suggestions do you have to make Pacify better?

In app chat - 50%

Education on the app - 17%

Text message reminders - 11%

Social media engagement - 11%

Other - 11%

Feedback

“Have the WIC office show you how to use Pacify app.”



Participant comment about their Pacify experience

“

Every time I've talked to someone they have always been kind, very helpful and encouraging! I recommend to every breastfeeding mama and even those who want to learn more! (My husband has even learned from Pacify!)

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