SUPPLMENTARY MATERIAL: IN-DEPTH INTERVIEW PROTOCOL

Parent/Caregiver In-Depth Interview Protocol

(Questions are not in any specific order)

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| Topic Areas  | Proposed Questions  | Outcomes  |
| Life Course Influences | Can you tell me a little about yourself and your family? How many children? Who lives with you? (much gathered from demographic data)Do you live/ work around here? How long? What is it like? Do you like it? Does it feel safe? Can you describe your community? | Influences on personal and household food system |
| Household and personal food system  | Can you tell me the foods that you and your family eat on a typical day?Who is involved with the preparation of food? Is it easy or difficult? Is it time consuming? How do meals happen? (e.g., Do you have to plan ahead? Time controlled by the clock? Figure it out spontaneously/on the fly)Do you have time to plan/ cook? How did you learn to do it?Who shops for the food? Where? Why go there? How do you decide what to eat?How do you decide what to feed your child/ children?What resources are used to get food in to the household? (e.g., SNAP, WIC, other family members, pantries, out of pocket) | Overlap and influence on food value negotiationsTimestyle: active, reactive, spontaneous |
|  Food value negotiations | What foods are the most important in your household? (taste, health, convenience, cost)Are there any rules about food? What kind of eater would you say you are?Are there any WIC foods or items that are important to your family? Which ones? Are there any WIC foods you or your family doesn’t care for? Which ones? Are any of the WIC foods more important to your family than other WIC foods? Which ones? Are any of the WIC foods more valuable to you than the other WIC foods? Which ones? Have you tried all of the WIC foods that are available? Are there any you haven’t tried or don’t want to try? (go through the foods)What do you think of the WIC foods in general? (Savings, nutrition, child health, convenience/ inconvenience, easy/ difficult to prepare etc.)Would you say the foods in WIC are “worth it”? Why or why not? | Motivations behind eating/ feeding behaviors/ choicesValues behind eating/ feeding behaviors/ choicesPrioritization or balance of motivations/ values |
| WIC experience and WIC value  | WIC experience? When did you first hear of WIC?Can you tell me why you come to WIC?What is it like at WIC?What is it like shopping for WIC items? Easy? Difficult? inconvenientPositive experiences? Clinic, shopping, etc.Negative experiences? Clinic Shopping etc. | Perceptions of/Concerns with WIC Prioritization or balance of motivations/ valuesBarriers to using WICFacilitators to using WIC |
| Retention of children | Some parents/care givers keep their children enrolled in the WIC program until the age of five and some leave the program when their child is still eligible. What are some of the reasons why you think people leave/drop out of the program although their child is still eligible?Have you ever considered withdrawing yourself or child from the program? Can you describe any barriers/difficulties that you have experienced that make it difficult to keep your child in WIC? e.g., Problems enrolling, recertifying, during office visit and while shopping; lack of transportation, work/school/family obligations, inconvenient voucher pick up hours, long wait time, limited food choice | Reasons participants stayReasons participants leaveBarriers to using WICFacilitators to using WIC |