

## Case Example: Farmers Market Coupons for WIC Clients

| BARRIERS  | USING THE 4 P's TO OVERCOME BARRIERS  |   |   |  |
|---|---|---|---|--|
|   | PRODUCT   | PRICE   | PLACE   | PROMOTION  |
| I don't know where to park at the market.   | Print places to park on map on new coupon folder.                                 |   |   | Have staff visit the market so they can describe where to park                 |
| I'm embarrassed around other shoppers when using coupons and vendors seem a little irritated with the coupons.              | Use mystery shoppers (even WIC staff) to evaluate service.                        | Consider feasibility of a "scanning" card versus coupons.           |   |  |
| It's difficult to find signs that qualify farmers for WIC coupons. Sometimes they are below the tables and can't be seen.   |   |   | Provide "poles" for Farmers to use to display a sign that can be seen above the crowds. | Have WIC signs be the 5-A-Day sign instead of the "WIC coupons accepted here." |
| I'm concerned with not getting change back from \$2 coupons. It's such a waste.   |   | Reduce size of coupons to \$1 versus \$2.                           |   |  |
| I lose the checks or forget where I put them.   | Create a folder for checks, as opposed to lose, similar to airline ticket folder. |   |   |  |
| I'm afraid of what WIC counselors will think if I decline the coupons.  |   | Offer clients with hesitation or barriers "a half pack" of coupons. |   |  |
| I don't know what some of the fruits and vegetables are that I saw last time (i.e. kohlrabi).                               |   |   |   | Use dedicated "white board" in clinic to describe what's in season.            |
| I don't know how to cook some of the fruits and vegetables  | Offer cooking classes and provide recipes.  |   |   |  |
| I don't have transportation.  |   |   | Organize carpools from the clinic office.   |  |
| I don't really like vegetables.   | Offer cooking classes and recipes.  | Offer the "half pack" to see if find things like.                   |   |  |
| I don't know where the market is.   | Print places to park on map on new coupon folder.                                 |   |   | Have staff visit the market so they can describe where to park                 |
| I work and can't get there during the week and on weekends I'm too busy.  |   |   | Recruit interested farmers to deliver select items to the clinic.                       |  |
| I don't know what's in season so don't know what I'll find at the market.   |   |   |   | Use dedicated "white board" in clinic to describe what's in season.            |
| I'm concerned with returning checks that I didn't use, but I feel badly just keeping them when someone else could use them. |   | Allow to return unused checks . . . no questions asked.             |   |  |
| I can't use all these checks in one visit and then it takes too much to get back to the market.                             |   | Allow to return unused checks . . . no questions asked              | Recruit interested farmers to deliver select items to clinic.                           |  |