WIC Vendor Certification Program

Instructor's Guide

California WIC Program

WIC Vendor Certification Program

Who	Any representative designated by the authorized vendor to attend the training.
Why	Federal regulations (Title 7, Code of Federal Regulations (CFR), Section 246.12 (i) and (h) (3) (xi) states the California (CA) WIC Program must provide vendor training annually to at least one representative of each vendor, prior to or at the time of a vendor's initial authorization, and at least once every three years thereafter. The training must be in an interactive format that provides plenty of opportunities for questions and answers. Additionally, the CA WIC Program must annually provide training in a variety of formats, such as, training newsletters, training video, and interactive training. Vendor training must be designed to assist vendors to understand program requirements in order to reduce program errors, prevent program noncompliance, and improve program service. Training must include instruction on the following items: • Purpose of the program • Supplemental foods authorized by the CA WIC Program • Minimum varieties and quantities of authorized supplemental foods that must be stocked by vendors • Procedures for transacting and redeeming WIC Food Instruments (FIs) • Vendor sanction system • Vendor complaint process • Claims procedures • Policies and procedures regarding use of incentive items • Requirement that vendors obtain infant formula only from authorized suppliers • Updates since the last training

Documentation	Documentation of your in-house WIC vendor training must show that a representative from every store, including any store added to your contract, has been provided the required WIC vendor training by the representative who attended the CA WIC Program's vendor training. The vendor must maintain documentation that shows the name of the trainer, the attendee being trained and their position, the store name, store number and address, and the date the training was completed. The vendor must maintain the training sign-in sheets and final tests on file for the remainder of the three-year training certification period and must, if asked, provide all these items to representatives of the CA WIC Program.
Testing	A practice test and a final test are provided by the CA WIC Program and are located under the VCP Activities link on the wicworks website. The practice test is used to prepare the attendees for the final test. The trainer may check the practice test for needed clarifications on topics covered and questions missed. During the practice and final tests, attendees are allowed to refer to their materials such as notes, the VCP Workbook, and the WIC Authorized Food List (WAFL) Shopping Guide. Attendees' practice test scores do not count towards completion of training requirement; however, attendees must answer 90% of the questions correctly on the final test in order to pass the training. If an attendee fails the final test, the trainer may retrain on the missed questions, and allow the attendee to re-take the test. The vendor shall maintain all final tests on file until the expiration of the three-year training certification period and must, if asked, provide all the tests to representatives of the CA WIC Program.
Duration	Estimated total time for training: four (4) hours. See agenda on page 3 of the VCP Workbook: • Estimated time from the beginning to second break is approximately three (3) hours. • Remaining time is approximately 1 hour, not including final test.

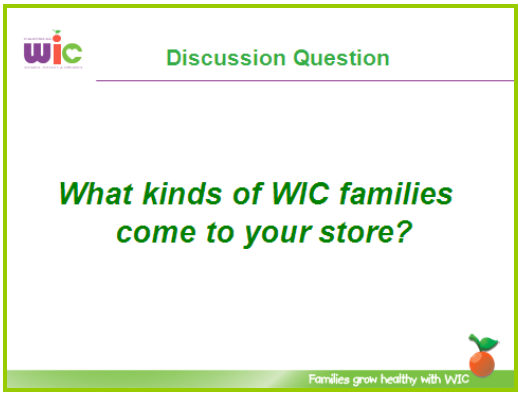
Materials	
	1. **PowerPoint Slides:** Be sure to download the most up-to-date version from www.wicworks.ca.gov under the Grocers/Vendors tab in the Vendor Certification Program link. 2. **VCP Workbook** for each attendee: Be sure to download the most up-to-date version from the wicworks website listed above in the Vendor Certification Program link. 3. **Welcome to WIC DVD, Part II:** Available on the wicworks website. Part II runs for approximately 18 minutes. For more in-depth information about the CA WIC Program, you can show Part I and II. Together they are approximately 21 minutes in length. A WIC ID folder cut-out may be used for the DVD debriefing, question 1; the cut-out is located in the VCP Activities link on the wicworks website. 4. A **WIC shelf talker** may be shown during the DVD debriefing (page 9). 5. ***WAFL Shopping Guide*** *is given to* each attendee: The latest version is dated July 5, 2011. You may download a copy from the wicworks website. 6. **White board or flip chart**: For writing down attendees' steps on how to conduct a WIC transaction (page 13). 7. **WIC Transaction Role Play Activity:** Materials to cut out and use as props for this activity are provided on the wicworks website in the VCP Activities link located in the Vendor Certification Program link. 8. **Optional review game:** The "Jeopardy" game is available for downloading in the VCP Activities link. 9. If possible, have an **internet connection** available for demonstrating how to access vendor resources available on the wicworks website. See pages 30-31 of this guide. 10. **Sign-in sheets:** To be maintained in your files until the expiration of the three (3) year training certification period. 11. **Current newsletter** (optional): You may print out a copy from the wicworks website. 12. **Practice test and final test.** For a copy of the practice and final test, please contact WICvendorEd@cdph.ca.gov. To be maintained in your files until the expiration of the three (3) year training certification period. 13. **Evaluations.** You may provide your own evaluation form.

Suggested Setup	Tables and chairs divided for small group discussions and activities.

Lesson Overview	1. Introduction, Icebreaker, and the CA WIC Program 2. Shopping with Your WIC Checks DVD, Part II 3. WIC Authorized Foods 4. Elements of the WIC FI **BREAK** 5. Conducting a WIC transaction; Eight (8) Steps 6. Vendor Peer Groups 7. The MADR 8. 5 Steps for Depositing your WIC FIs 9. Incentives and Store Promotions **Practice Test** **BREAK** 10. Additional Vendor Requirements A. Purchasing WIC Infant Formula from Authorized Suppliers B. Minimum Stocking Requirements C. Inventory Records D. Use of the WIC Logo and Acronym E. Notification of Changes to your Business F. Training Requirements 11. Monitoring and Sanctions 12. Additional Resources A. Newsletter B. Wicworks Website C. Vendor Complaint Process D. CAWIC Vendor Consultant E. Local Vendor Liaison (LVL) **Final Test** 13. Evaluation

Subject/Slide	Trainer Notes or Instructions
Welcome and Introduction 	**Welcome and Introduction:** Example: Welcome to CA WIC vendor training. My name is _____ and I will be your trainer today." The United States Department of Agriculture (USDA), which oversees the CA WIC Program, requires that interactive training is provided prior to or at the time of a vendors initial authorization and then once every three (3) years. Vendor is the term used by USDA and the CA WIC Program for food retailers or grocers. I have completed the vendor training requirement provided by the CA WIC Program and represented your store(s). I have signed an agreement that I would conduct the vendor training for the stores I represented. In this training, you will be provided with an overview of the WIC authorized foods and WIC policies and procedures. The purpose of today's training is for you to gain knowledge and tips to be (or continue to be) a successful CA WIC vendor. You play an important role in the CA WIC Program. You help make the CA WIC Program a success by bringing nutritious foods to women, infants, and children.
Training Objectives	By the end of this training, we will have covered the following elements of vendor training which is listed on page 2 of your workbook: • The purpose of the CA WIC Program • What supplemental foods are authorized by the CA WIC Program • The minimum stocking requirements • The procedures for transacting and redeeming FIs • Vendor sanctions and claims • How to file an appeal • Policies and procedures regarding the use of incentives items • Infant formula requirements • How to file a complaint • Updates since your last training

Subject/Slide	Trainer Notes or Instructions
Housekeeping	• The training will be approximately four (4) hours not including breaks. • Go over the materials provided for the training with attendees such as, WAFL Shopping Guide, Workbook, and Evaluation form. • Resource table, if applicable. Suggestion: Print out materials from wicworks website such as, Vendor Newsletter and other helpful documents under Cashiers' Tools link.
Practice and Final Test	There will be a practice test and a final test with today's training to test your knowledge on the material presented. You will be allowed to refer to your notes, the workbook, and the WAFL Shopping Guide for both the practice and final tests. Both tests will be collected upon completion. The completed practice test will be checked to see if additional clarifications are needed. On the final test, you are allowed to miss up to three (3) questions. You must pass the final test in order for the store to receive credit for the training.
Workbook	Some of the key information provided in this training is provided in the workbook, which can be used as a reference tool in the future. Also, the workbook will be used today in some of the learning activities.
WIC Terms	Go over WIC Terms in the box on page 2 of the workbook. Vendor = Food Retailer, Grocer Food Instrument (FI) = Check, Coupon, Voucher VWIX = Vendor WIC Information eXchange (for submitting FI serial numbers and useful reports) MADR = Maximum Allowable Department Reimbursement rate (the maximum amount of reimbursement for each FI)
	Icebreaker On the lower section of page 2 of your workbook, it asks you to list some of the benefits of being a WIC vendor. At your tables discuss the benefits of being a WIC vendor. You may write down your ideas in your workbook. **Note to Trainer:** Give the groups a few minutes to discuss and then ask for volunteers to share with the class.

Subject/Slide	Trainer Notes or Instructions
Purpose of WIC 	**The purpose of the CA WIC Program** is to prevent health problems and to improve the program participants' health during critical times of growth and development.
WIC Goals	**WIC goals** are: • To reduce pregnancy complications • To decrease the number of low birth weight babies • To promote breastfeeding • To promote good growth and development • To reduce anemia The CA WIC Program is a prevention and nutrition program that provides WIC participants FIs to purchase supplemental foods. These foods provide nutrition to help reduce future health problems and health care costs. The CA WIC Program does not only provide nutritious foods, but also nutrition education and referrals to services such as health care.
 **(After discussion, click to show WIC baby on same slide.)**	**Note to trainer:** Break into small groups for discussion and/or discuss this question with the attendees as a whole. Direct the group to describe **typical WIC families** that come to your store, in broad terms (such as occupation, life situation, etc.). Try to get away from common stereotypes. At the top of page 4 in the workbook there is a description of a real WIC family. **Note to trainer:** Have a volunteer from each group summarize the group's discussion. Some are college students, many have jobs, and in the military; there may be employees in your store that are currently or who may qualify for the CA WIC Program. **WIC fact:** Did you know that 26% of WIC participants are babies*?

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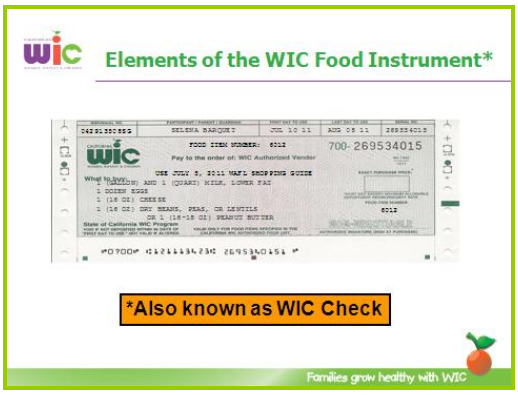
	(*The CA WIC Program: Background, Trends, and Economic Issues, 2009 Edition/ERR-73 Economic Research Service/USDA)* *0-12 months of age. The CA WIC Program is not an entitlement program. It is a Federal grant program for which Congress authorizes a specific amount of funds each year. Congress does not fund the CA WIC Program to allow every eligible individual to participate in the program. The WIC target population is participants, who are nutritionally at risk, in low to middle income families. These participants include pregnant women or women who recently gave birth, breastfeeding, infants, and children under the age of five (including foster children).
DVD, Shopping With Your WIC Check, Part II **The WIC ID Folder** **Shelf Talkers**	Prior to playing Welcome to WIC DVD, Part II, have the attendees turn to page 5 and answer the **debriefing questions** while they are watching the DVD. On the DVD menu, select Part II, the English version with subtitles. After the DVD is finished, allow the attendees a few minutes to complete the questions. Then go over the answers allowing the attendees to share how they responded. 1. What is an alternate shopper? **Answer:** Designated by the WIC participant to shop in their place and pick up the FIs from the local WIC agency. This person must have their signature on the WIC ID folder and bring it with them to store. **Note to Trainer:** Hold up the WIC ID folder cut-out to point out the following parts; family name, family ID number, parent/guardian signatures, alternate signatures, and the local WIC agency contact information. Continue on with debriefing. **Note to Trainer:** May hold up a WIC shelf talker, then ask the question: 2. What is a Shelf Talker used for? **Answer:** Tags placed on the shelves to help shoppers find the WIC authorized foods. 3. When does the cashier write the Exact Purchase Price on the face of the FI?

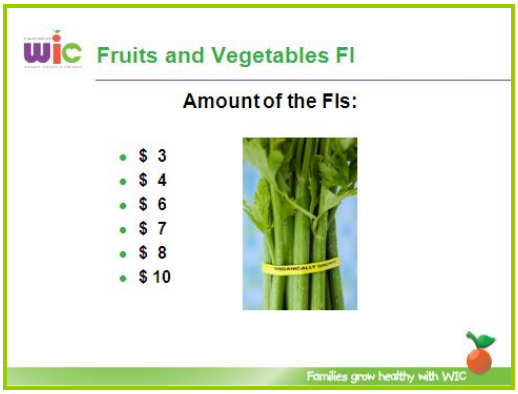
Subject/Slide	Trainer Notes or Instructions
	Answer: After the food items are rung up and before the WIC shopper signs on the FI. 4. When does the WIC shopper sign the FI? **Answer:** After the cashier writes the price on the FI. 5. If the dollar amount for fruits and vegetables is more than the amount printed on the FI, is the WIC shopper allowed to pay the difference? **Answer:** Yes, or they can opt to return an item. 6. What must be stated on the front label of Whole Wheat bread in order for it to be authorized? **Answer:** "100% Whole Wheat". 7. Can a WIC shopper purchase soft white or yellow corn tortillas? **Answer:** Yes. 8. True or False; WIC participants can only receive one month of WIC FIs at their local WIC agency appointment. **Answer:** False; WIC participants can receive up to three (3) months of WIC FIs at their local WIC agency appointment. 9. What must be stated on the front label of frozen concentrated orange juice in order for it to be authorized? **Answer:** "100% Juice". 10. Does the WIC shopper need to show any form of identification at the store besides the WIC identification Folder? **Answer:** No. 11. If a WIC shopper has a problem at the grocery store, who can they contact? **Answer:** Store Manager or CA WIC Program. **WIC fact:** For FIs redeemed in 2009, over a billion dollars was paid to CA WIC vendors (*California CA WIC Program, Fiscal Management and Reporting Branch).*
WIC Authorized Foods	**To Trainer:** Be sure that each attendee has a copy of the current WAFL Shopping Guide to use for this portion of the training. 1. The WAFL Shopping Guide is the reference tool for what foods WIC shoppers can and cannot buy. 2. Main points to cover about the WAFL Shopping Guide:

Subject/Slide	Trainer Notes or Instructions

	• Make sure that the WAFL Shopping Guide is the most recent version by checking the WAFL posted on the wicworks website. Wicworks website has the most current WAFL Shopping Guide available for downloading.
	• One half of the WAFL Shopping Guide is in English, and the other half is in Spanish.
	• Page 2 lists the participant's responsibilities such as:
	  ○ checking the dates on their FIs before shopping and
	  ○ separating their WIC foods from their other purchases.
	• The rest is separated into food categories with the list of 'can buy' and 'cannot buy' foods.
	3. Every cashier should have access to a current WAFL Shopping Guide to use as a reference.
	4. Watch for Vendor Alerts for notification of changes to WIC authorized foods.

WIC Authorized Foods Activity	Working in groups, use the WAFL Shopping Guide to complete pages 6 through 10 in your workbook. (**Note to trainer:** Or, you can assign one (1) page to each group.) You will be circling the WIC authorized foods and crossing out any food items that are not WIC authorized. After you have completed all five pages (or your assigned page), select a spokesperson for your group. The spokesperson will explain to the whole group what you circled and crossed out, and why. **Note to trainer:** At the end of each group's explanation, ask the attendees what questions they have about the section just covered. The answers to this 5-page activity are below: **Answers to WIC Authorized Foods, or Not!** The following are **not** WIC authorized foods: **Page 6:** Mori-Nu silken tofu, shredded parmesan cheese, chocolate milk, tofu steak, grated cheese, glass bottled milk, Silk soy milk, Velveeta processed cheese spread. **Page 7:** Pearled barley, white rice, 36 oz. Honey Bunches

Subject/Slide	Trainer Notes or Instructions
	of Oats, Vanilla Clusters, 22.5 oz. 100% whole wheat bread, pita bread, Quaker Instant Oatmeal 12 oz. individual serving packs, whole wheat bagels, fried corn tortillas, and seasoned rice. **Page 8:** 6 oz. peanut butter, baked beans, 5 oz. water-packed solid white albacore tuna, and gourmet smoked sockeye salmon. **Page 9:** 4 oz. gourmet meats dinner, 2.85 oz. organic apple & blueberry dessert, 2-pack of 2.5 oz. green beans, oatmeal cereal with DHA, 4 oz. organic country dinner, and 6 oz. vegetables & chicken. **Page 10:** White potatoes, cilantro, strawberry frozen fruit popsicles, salad bar, fruit cocktail, and tater tots.
Alternative Can and Cannot Buy Activity (recommended for groups new to WIC)	**Note to trainer:** After presenting the "WAFL" Shopping Guide and how it is organized, go through each of the food categories with as much detail as appropriate for the attendees. Then, divide the class into groups and assign each group a section of the **WAFL Shopping Guide**. Instruct each group to: Talk about what types of food items for sale in their store, and what WIC shoppers can and cannot purchase with the WIC FI. After five (5) minutes have a spokesperson, from each group, summarize their group's discussion. Ask the attendees what questions they have about the specific food group that was discussed?
Elements of the Food Instrument  	Have the group turn to page 11 in the workbook and review the elements of the WIC FI on the slide. Go over the following elements: • Individual ID number and the name of the participant • First day to use date • Last day to use date • Food Item Number (located in two places on the FI). You need this number in order to check the MADR rate for this FI. • What to buy (There may be some options that are not listed on the FI. For example, the WIC shopper may be able to substitute evaporated or powder milk for the milk on the FI. Remember to refer to WAFL Shopping Guide with the date specified on the FI for more

Subject/Slide	Trainer Notes or Instructions
	detailed information.) • Exact purchase price box • Signature line • Point out the 10-digit number at the bottom of the FI. This is the number that is submitted into the VWIX system prior to depositing the FI (More information on submitting serial numbers to follow). • On the bottom left hand side states to void if not deposited within 45 days of the first day to use and not valid if altered.
	The fruits and vegetables FI will have a dollar-amount for in various denominations, as shown on the slide. WIC shoppers are allowed to pay the difference when the purchase price exceeds the value of the FI, but they cannot receive cash back for any unused amount. Remember that each individual FI must be transacted separately, including the fruits and vegetables FI. They cannot be combined.
BREAK	
How to Conduct A Transaction; 8 Steps Activity 	**Note to trainer:** Ask the attendees to think about the transaction they observed on the Welcome to WIC DVD, and to think about how they train cashiers. Have them name the steps to follow when doing a WIC transaction. As each step is named, write the step on a white board or flip chart. When the attendees seems finished with coming up with additional steps, ask the following: *Look at our list of steps, what do you think of the order of these steps? Now that we have the steps listed, would you make any changes? Are we missing any steps?* The attendees may come up with something similar to the following: 1. Request the WIC shopper's WIC ID folder and check to see if it is signed. 2. Ask for the FIs being used for that day's transaction.

Subject/Slide	Trainer Notes or Instructions
	3. Check each FI to ensure that it is being redeemed within the *first day to use* and *last day to use* dates. 4. Total the WIC foods separately by FI, checking for; • authorized foods (what to buy), and • correct quantities. 5. Enter the purchase price on the FI. 6. Ask WIC shopper to sign each FI. 7. Compare the WIC shopper's signature on the FI with the signature on the WIC ID folder. 8. Give the WIC ID folder back to the WIC shopper. Turn to page 12 of your workbook where you will find the 8 Steps to a Successful WIC Transaction in the wrong order. Number the steps in the correct order. Encourage attendees in their groups to consult with each other. After the group completes the activity, read the answers to them, which are: **2 – 5 – 6 – 1 – 8 – 3 – 4 – 7** Go to page 13 of the workbook and have the attendees complete the question at the top of the page. **Question:** Why is it important to do the WIC transaction steps in the right order? **Some possible answers:** • To avoid accepting postdated or expired FIs. • To avoid starting a WIC transaction that you cannot complete, such as, if the WIC ID folder has not been brought. WIC shoppers are instructed to handle FIs like cash; FIs cannot be replaced if they are lost or stolen. What questions do you have about the steps for conducting WIC transactions? **Note to trainer:** Go over *Things to Remember* box on page 13 of the workbook and point out that the next box on the page is how to make a correction on an FI.
WIC Transaction Role Play Activity Reminder: Materials for props (food	**Note to trainer:** Role-play a WIC transaction: A volunteer from the group can play the role of the cashier, and another volunteer can play the role of the WIC shopper. The purpose of this activity is to practice the

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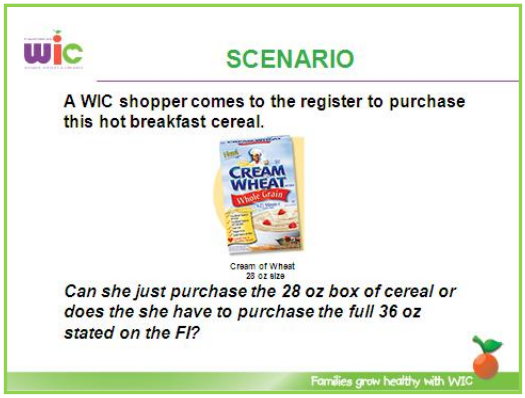
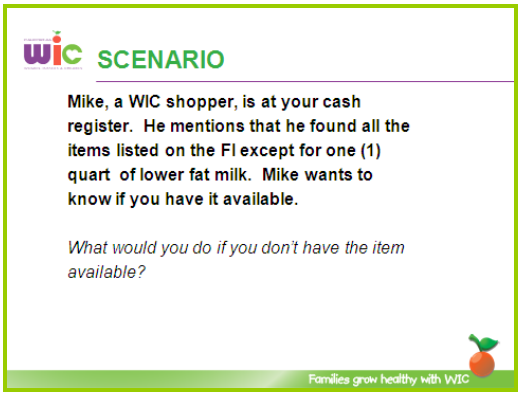
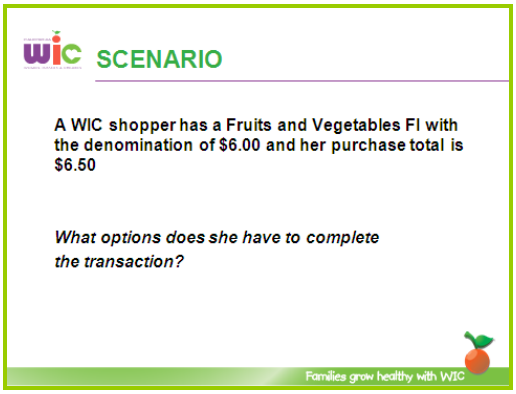
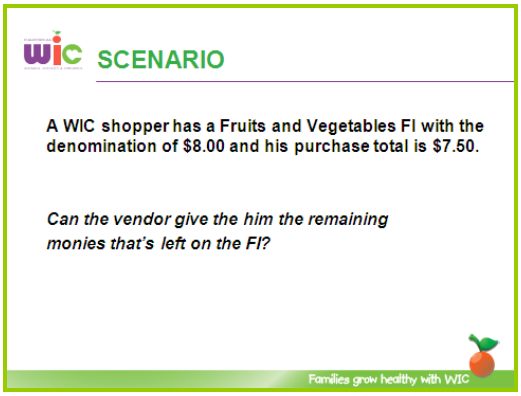
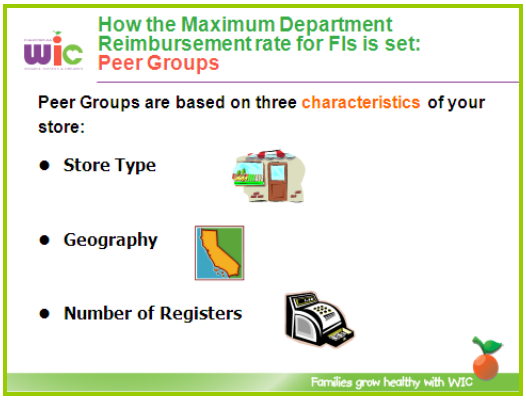
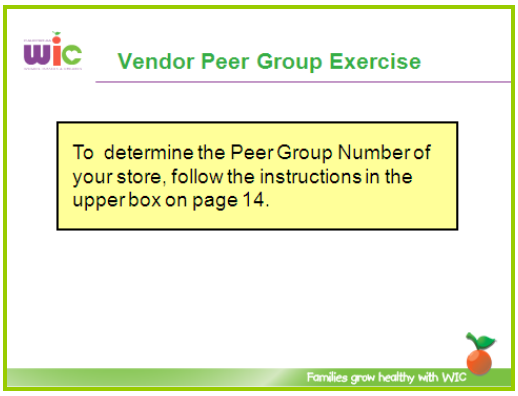
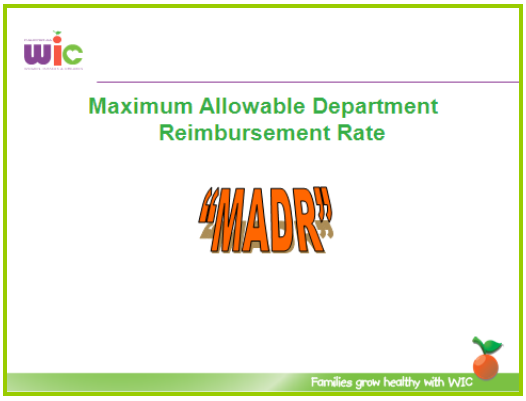
item, WIC ID folder and FI cut-outs) are available on the wicworks website in the Activities link where the other VCP materials are located.	steps of a WIC transaction. At the end of the activity, ask; 1. What went well with the WIC transaction? 2. Was the WIC transaction done in the correct order? 3. What might have been done differently?
Possible Errors	• Some WIC shoppers may think they can get cash back during a WIC transaction. • Some WIC participants will receive three months of FIs at a time. The participant may enter the store with FIs for the wrong time period. If a WIC shopper gives you a FI before the first day to use or after the FI has expired, you may consider circling or highlighting the first day to use or last day to use, so that it is easy for the WIC shopper and another cashier to see.
Do Nots	**Do Not:** • Accept or request cash to complete a WIC transaction – EXCEPT for the Fruits and Vegetables FIs. • Provide credit, rain checks, or refunds. • Accept returned food items unless the original item is defective, spoiled, or expired. • Allow WIC shoppers to return food items for cash, credit, or be exchanged for unauthorized foods. Exchanges may be made for the same item (size, brand, type, etc.). • Allow WIC shopper to purchase <u>less than</u> the full amount on infant formula FIs. What questions do you have about WIC transactions?
Problem Situations	1. **If the WIC shopper's name/signature is not listed on the WIC ID folder** politely tell the WIC shopper the WIC ID folder is not valid without a signature. If the WIC shopper does not have the WIC ID folder, do not accept and process the FIs. **Do not request the WIC shopper to sign the WIC ID folder and do not**

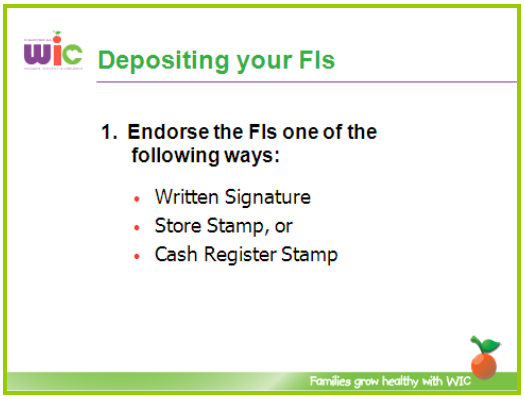
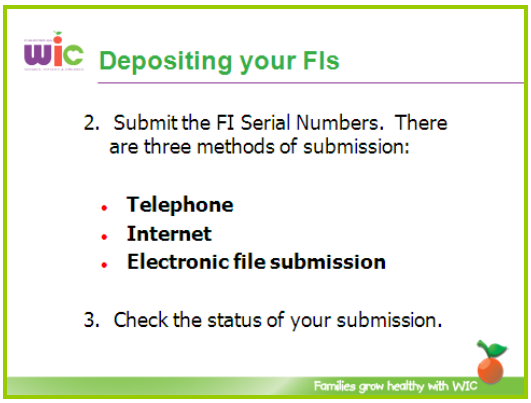
Subject/Slide	Trainer Notes or Instructions
	request any other form of identification (such as a driver's license). 2. **If you have concerns with it not being the correct WIC shopper,** you can complete the self-addressed, stamped "Grocer Report Concerning WIC Participant" postcard which is available for free from the CA WIC Program. 3. **The FIs are already signed by the WIC shopper:** After verifying that the WIC shopper has his/her signature on the WIC ID folder, draw a line through the signature on the FI. After entering the Exact Purchase Price on the FI, have the WIC shopper re-sign the FI. Then compare the signatures as you normally would. What questions do you have about these problem situations?
Correcting the purchase price on the FI	Have the attendees go to the green box at the bottom of page 13 in the workbook and read how to make a correction to the exact purchase price on the FI.
Scenarios	**Note to trainer:** Go over the following scenarios. Have the attendees answer the questions. Encouraging them to discuss it with others at their table.
	**Scenario:** A WIC shopper comes to the register to purchase this box of hot breakfast cereal. Can she just purchase the 28 oz. box of cereal or does the she have to purchase the full 36 oz. of breakfast cereal allowed on the FI? **Answer:** She does not have to purchase the full 36 oz. if she chooses not to.
What if I am out of a WIC food item that the WIC shopper wishes to purchase?	**Scenario:** Mike, a WIC shopper, is at your cash register. He mentions that he found all the items listed on the FI except for one (1) quart of lower fat milk. Mike wants to know if you have it available. **Question:** What would you do if you don't have the food item available?

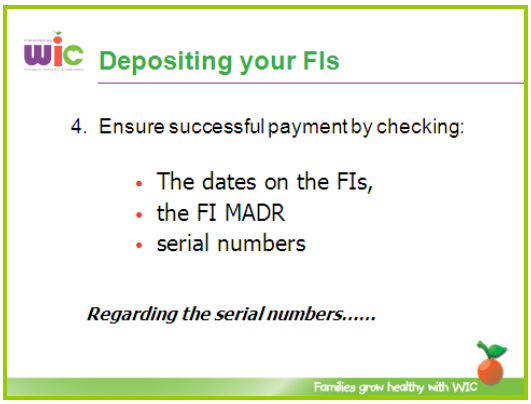
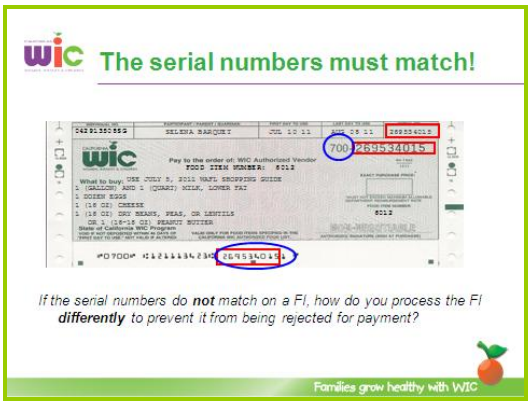
Subject/Slide	Trainer Notes or Instructions
	**Answer:** You may not proceed with the transaction. You may not issue a rain check or store credit. The WIC shopper has the choice to either come back later when you have the food item in stock, or go to another WIC authorized store.
	**Scenario:** A WIC shopper has a fruits and vegetables FI with the denomination of $6 and her purchase total is $6.50. **Question:** What options does the WIC shopper have to complete the transaction? **Answer**: The WIC shopper may pay the difference of .50 either by cash, EBT, debit card, any form of payment your store accepts, or put something back. **Question:** What amount is written in the Exact Purchase Price Box? **Answer:** $ 6.00
	**Scenario:** A WIC shopper has a fruits and vegetables FI with the denomination of $8 and the purchase total is $7.50. Can the vendor give the WIC shopper the remaining money that's left on the FI? **Answer:** The WIC shopper does **not** receive unused monies. **Question:** What amount is written in the Exact Purchase Price Box? **Answer:** $ 7.50.
Transactions involving Infant Formula Food Instruments	**Scenario:** Lisa Doe comes to your register with a FI (see slide) that states she can purchase 2 (12 oz.) INFANT FORMULA ENFAMIL GENTLEASE POWDER ONLY.

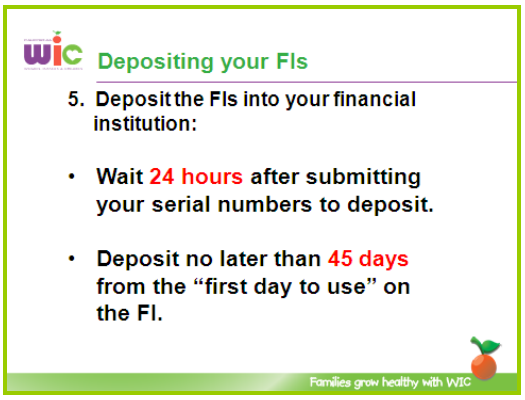
Subject/Slide	Trainer Notes or Instructions
	Question: How much infant formula is Lisa required to purchase? **Answer:** 2 (12 oz.) powder only cans. This is the **only** FI WIC shoppers must buy the *full* quantity stated on the FI. **WIC fact:** CA WIC Program accounts for over half of all infant formula sales in the United States. *(The CA WIC Program: Background, Trends, and Economic Issues, 2009 Edition/ERR-73; Economic Research Service/USDA)*
Two more Infant Formula Transaction Scenarios	**Note to trainer (These two scenarios do not have slides.):** **Scenario 1** – A WIC shopper comes into your store with FIs showing Enfamil formula. The WIC shopper complains that the baby does not like Enfamil formula, and wants Isomil formula instead. Can the WIC shopper purchase the Isomil formula if the FI shows Enfamil? **Answer:** The WIC shopper can only use the FI to buy what is printed on the FI. The WIC shopper can go back to the local WIC agency to get the FI changed. The WIC shopper could use his/her own money to buy the Isomil formula. **Scenario 2** – A WIC shopper comes into the store to purchase infant formula and the FI shows that the WIC shopper is to receive five (5) cans, but your store only has three (3). What do you do in this situation? **Answer:** Do not provide only three (3) cans, the WIC shopper will have to return to your store when you can provide all five (5) cans of formula, or go to another WIC authorized store. You may not issue a rain check or provide credit at any time for a WIC transaction. What questions do you have about WIC transactions regarding infant formula?
Peer Groups	Federal regulations require that the CA WIC Program pays vendors competitive prices for WIC authorized foods. So how does the CA WIC Program figure out the amount to pay all the different vendors? The CA WIC Program does this by making sure that the prices stores charge for WIC authorized foods are

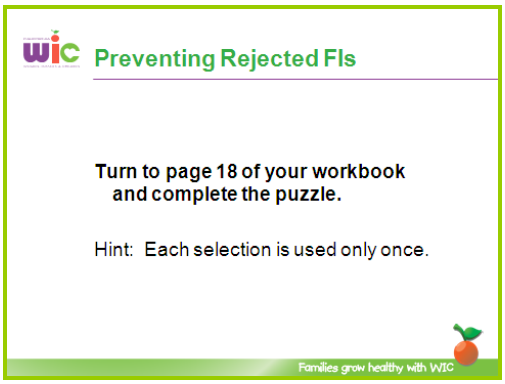
Subject/Slide	Trainer Notes or Instructions
	comparable to similar stores. To accomplish this, stores are assigned to a peer group; there are 16 peer groups in all. Prices must be competitive with other stores in the same peer group in order to remain authorized. Vendors that have more than one store under the same contract may belong to different peer groups. The peer group a store is assigned to is based on three (3) characteristics: 1. Store type – There are only two (2) types of stores: a. **Above-50% store:** A store that derives more than 50% of their annual food sales revenue from WIC FIs. b. **Regular store:** All others. 2. Geography: The CA WIC Program chose to group the 58 counties into three (3) geographic areas where the prices for foods are similar. 3. Number of Registers: The number of registers in the store, whether or not they are operational, is counted. • **Above-50% vendor:** Because the pricing and revenue of Above 50% stores do not vary much with geography and number of registers, all Above 50% stores are placed in peer group #1. WIC records the number of registers for Above 50% stores, but the number does NOT affect the store's peer group designation. • **Regular vendor:** Grouping regular vendors by their location and their number of registers helps to ensure that the CA WIC Program pays competitive prices for the foods, and that the vendors get fair reimbursement for their FIs. Vendors are notified of their assigned peer group when they receive notice of their store WIC authorization.

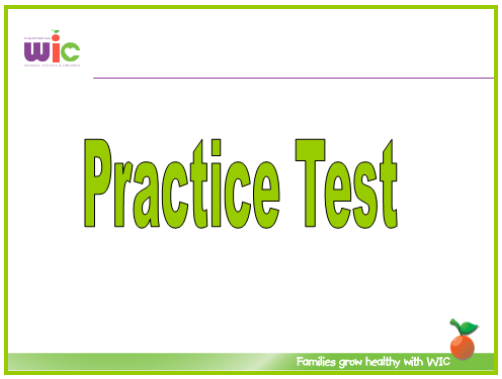
Subject/Slide	Trainer Notes or Instructions
	**Activity:** On page 14 of your workbook are instructions on how to figure out the Peer Group Number for your store. You will need to refer to the table on page 15. Share your results with others at your table.
Maximum Allowable Department Reimbursement rate (MADR) 	The MADR rate is the maximum amount that vendors can be reimbursed for FIs. It is <u>not</u> the price that vendors should use to set their shelf prices for WIC authorized foods. Setting the shelf price for food items to maximize the reimbursement for FIs, will reduce a vendor's price competitiveness, and could jeopardize a vendor's authorization to participate in the CA WIC Program. Each peer group has a MADR for each type of FI. Remember the Food Item Number is on each FI twice? **Note to trainer:** Hold up a sample FI and point the two Food Item Numbers. To check the MADR for a specific FI, use the Food Item Number on the FI. There are 16 MADRs for FIs with that Food Item Number, one for each peer group. How is the MADR rate calculated? **For Regular vendors:** Based on redemption price data for the preceding 12-week period for all vendors <u>within their peer group</u>. **For Above-50% vendors:** Based on average redemption price data for all FIs redeemed by at <u>regular vendors statewide</u>. With the exception of the fruits and vegetables FIs. Besides the average redemption prices, the MADR include a cushion, an added amount to allow for variables such as, a WIC shopper's food item selection. The MADR rates are updated every two weeks.

Subject/Slide	Trainer Notes or Instructions
How to Find the MADR Information for your Stores	Turn to page 16 of your workbook to find out how to access the MADR information for your stores. *How many of you check the MADR rates for your store(s)?* If hands are raised: ask how many use the telephone; and how many use the VWIX system? If some raise their hand for VWIX, ask them what other functions on VWIX they use. What questions do you have about the MADR?
Depositing your FIs  	Today we are going to cover the main points of processing the WIC FI for payment. Please turn to page 17 in your workbook. **Note to trainer:** Review the steps outlined in the workbook.
 	**Discussion activity:** As you go through each of the three (3) methods of submitting FI serial numbers, take a poll by a show of hands as to how many submit serial numbers by telephone? Manually through VWIX? File upload process through VWIX or with equipment that automatically scans and transfers the serial numbers to the CA WIC Program? For each group, ask someone to describe the process. You may confirm almost immediately that the submission of serial numbers was successfully received by the CA WIC Program, but don't head for the bank yet! Even after the serial numbers are accepted, you must wait a full 24 hours before depositing the FIs into your financial institution.

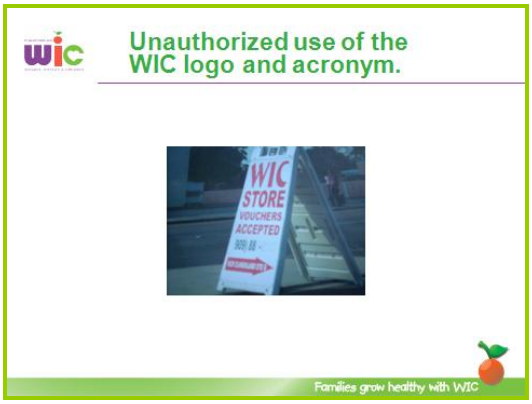
Subject/Slide	Trainer Notes or Instructions
	Review slide with the group.
	**The 9-digit serial numbers must match, but there are some differences in the serial numbers.** **Note to trainer:** Click to proceed with each bullet point below. • The red boxes show the numbers that need to match. • There is a 3-digit prefix next to the middle serial number; just disregard. • The serial number on the bottom of the FI has an additional digit. *All ten (10) digits of this serial number* must be submitted into the VWIX system prior to deposit. **Question: What would you do if the serial numbers do not match?** **Answer:** Submit the serial number, but do not deposit the FI; send the FI directly to the CA WIC Program with your, store name, store address, contact information, and a written explanation for reimbursement. The address is in the blue box on the bottom of page 17.

Subject/Slide	Trainer Notes or Instructions
	Review slide with the group.
Rejected FIs	Following the CA WIC Program procedures in processing FIs, from the check stand to the bank to deposit, helps to ensure that you get paid for the WIC FIs that were accepted at your store. Unfortunately, sometimes payment is delayed or denied for a FI. Here are some reasons a FI could get rejected for payment: 1. The FI was accepted by the cashier before the "first day to use" or after the "last day to use". 2. The exact purchase price exceeds the MADR. 3. The WIC FI was not signed by the WIC shopper. 4. The FI was deposited without submitting the 10-digit serial number, or before the serial number was received by the VWIX system and State Treasurer's Office. In the case of an FI being rejected because the exact purchase price is over the MADR, if the FI is within 60 days of the "first day to use", you can make the correction to the FI and redeposit into the bank. By drawing a single line through the wrong purchase price and writing the correct amount at or below MADR. If the rejected FI is within 90 days of the first day to use, we can mail it directly to the CA WIC Program for reconsideration. The address is in the blue box at the bottom of page 17 in your workbook. In some cases, the FI will <u>not</u> be paid and will not be eligible for reconsideration; such as, in the case of transacting an FI before or after the dates to use, a FI without the WIC shopper's signature or a FI without an exact purchase price written on it.

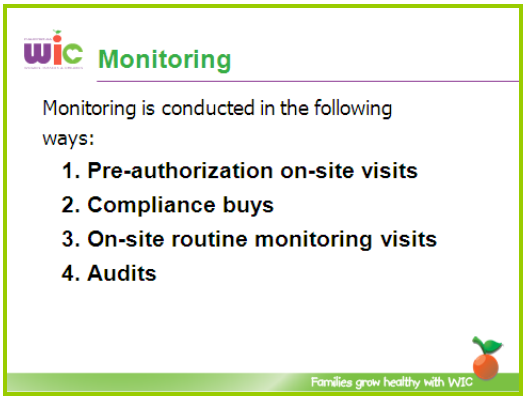
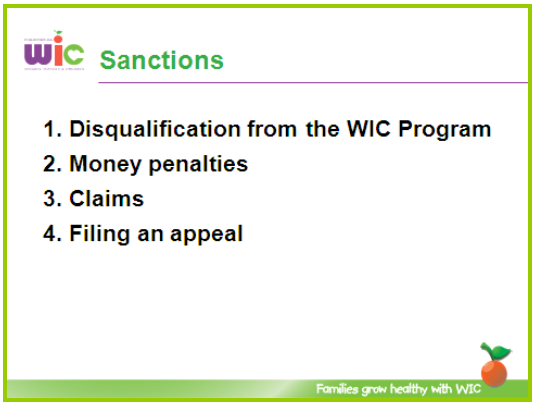
Subject/Slide	Trainer Notes or Instructions
	The CA WIC Program does not reimburse bank fees on returned FIs not under any circumstances.
	**Activity:** Turn to page 18 in the workbook and complete the puzzle, individually or as a group. Review the correct answers with the group: **D – G – B – E – C – A – F** What questions do you have about Rejected FIs?
Vendor Requirements: Incentives Offered by Above- 50% Stores	**Note to trainer:** Have group turn to page 19 in the workbook. 1. Review the definition of Above 50% stores (at top of page 19). 2. Go over the special rules for Above 50% stores on offering incentives. What questions do you have about the requirements for incentive items being offered by an Above 50% store?
Store Promotions Offered by Regular Vendors	We have just reviewed the special requirements regarding incentives items offered by Above 50% stores. Regular stores are allowed to offer any store promotion to WIC shoppers that they offer to all their customers. In fact, *any* store promotion offered by the store must be available to all WIC shoppers. **Scenario:** We are having a store promotion that if you buy one you can get one free of any cereal. A WIC shopper comes to the register to purchase a box of WIC authorized cereal with the FI. **Question:** Can they receive the promotion, buy one get one free? **Answer:** Yes, WIC shoppers are to receive the same promotions as other customers in your store. **Question:** Does the free food item have to be a WIC authorized food? **Answer:** No, it can be any kind of food item included in the promotion.

Subject/Slide	Trainer Notes or Instructions
	Note: Above-50% stores cannot participate in store promotions. They are only allowed to give out incentive items. What questions do you have about store promotions or incentives items?
	**Note to Trainer:** When the attendees have completed the practice test, and reviewed for incorrect answers to determine what areas need further clarification. Review these items individually or with the attendees at any time prior to the final test.
Break	
Additional Vendor Requirements 	**Note to trainer:** Have the attendees turn to page 20 in the workbook and proceed through items 1-7 below. Some of the key points for each item are listed below, with more detail in the workbook.
1. Purchasing WIC Infant Formula from Approved Manufacturers	Review the purchase of infant formula requirements on page 20 of the workbook: • Infant formula can only be purchased from FDA-approved manufacturers. A wholesaler, distributor, and retailer within California with a valid seller's permit that the vendor has verified through the CA Board of Equalization.

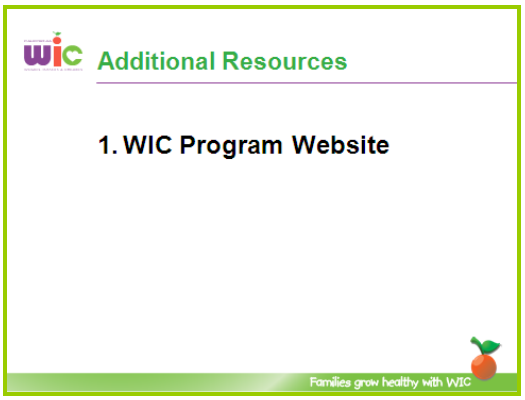
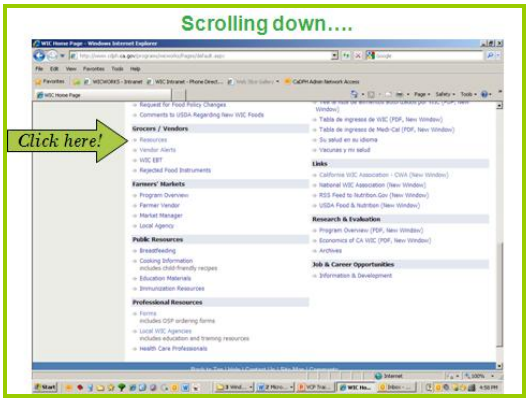
Subject/Slide	Trainer Notes or Instructions
	• Requirements for purchasing formula out of the State of California. What questions do you have about purchasing WIC Infant formula?
2. Stocking Requirements **Minimum stocking requirement exercise**	1. **Note to trainer:** Have attendees turn to pages 22-23 of the workbook, which are the second and third pages of the Vendor Minimum Stocking Requirement form. A representative from our business has already signed this form; the first page of the form (not included in workbook) is the signature page; the second and third pages list the minimum stocking requirements. 2. New minimum stocking requirements as of July 5, 2011. Increased quantities in all food categories, the addition of two food categories, soy and tofu, and where the items can be stored. 3. Each store must maintain on the shelves available for purchase at all times the inventory amounts shown on the form, except for specific quantities of four (4) categories; milk, infant fruits and vegetables, infant meats and infant formula. For these four categories only, the form lists quantities that may be kept in a storage area but must be on the premises, in stock at all times during business hours and available for purchase by WIC shoppers. Refer to form and choose the milk category to review the stocking requirement for "on the shelf" as compared to the requirement "on the premises". Check for understanding by referring the attendees to the infant fruits and vegetables category on the form. Ask the attendees: **Question:** How many 4-ounce containers of infant fruits and vegetables must you have readily available in the storage area but not necessarily on the shelf? Give attendees a few moments to discuss and come up with the correct answer. **Answer:** 116 of 4-oz. containers. 4. You are not required to carry every authorized food item. For example, you are not required to stock *every* type of whole grain listed in the WAFL Shopping Guide, such as whole grain barley or bulgur, and you have a

Subject/Slide	Trainer Notes or Instructions
	choice between oats or brown rice. You can choose the food item that best fits the tastes and culture of your customers. 5. Most items are not brand-specific, such as in the whole grains, peanut butter and juice categories. 6. The prices of all WIC authorized foods must be clearly visible to all customers, marked on the individual food item or posted above or below the food items. 7. Review the specific food categories and amounts that are listed as applicable to the attendees. Ask what questions do you have regarding the minimum stocking requirement? **Optional activity (particularly suited for representatives of smaller stores):** Divide into small groups and have each group review the categories of foods. In your group select two or three categories and discuss how you will meet the minimum stocking requirements for those categories in your store.
3. Inventory Records	**Note to Trainer:** Have the attendees go back in the workbook to page 22 and review each item under Inventory Records. Ask what questions do you have about inventory records?
4. Use of the WIC Logo and Acronym  	The WIC logo and acronym are the property of the federal and state governments and their use is restricted. Vendors must use the WIC logo and acronym only through use of vendor materials produced by the CA WIC Program, such as shelf talkers, posters, or decals. **Note to Trainer:** Go to page 22 of the workbook and review the requirements regarding the use of the WIC logo. The first slide shows an example of the incorrect usage of the WIC acronym. The second slide shows an unauthorized shelf talker. What questions do you have about the use of the WIC logo or acronym?

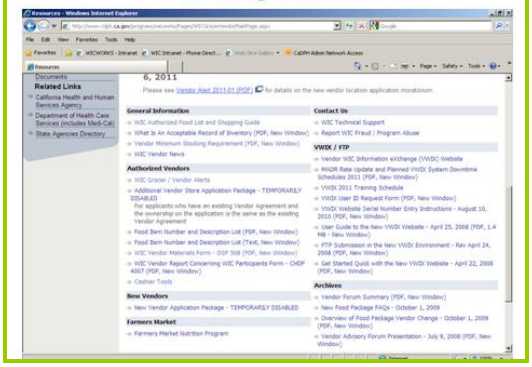
Subject/Slide	Trainer Notes or Instructions
5. Notification of changes to your business 	Notify the CA WIC Program in writing at least 15 days in advance of any change in store ownership, location, or if the store closes. 1. WIC authorization does not transfer when ownership changes. The new owner must apply to be considered for WIC authorization. 2. The notification address is on page 22 of the workbook.
6. Staff Training	Turn to page 22 in the workbook and review item 6.
Training your staff activity 	At your tables discuss your plans for training your staff on CA WIC Program requirements. **Note to Trainer:** After a few minutes, ask for a spokesperson from each table to share with the group. What questions do you have about the training requirements?
Vendor Monitoring	Go to page 24 of the workbook and review the four ()

Subject/Slide	Trainer Notes or Instructions
	types of vendor monitoring with the group. 1. **On-site Pre-authorization visit** is the initial on-site visit prior to a vendor's initial authorization. Among the items that are checked during the inspection are; valid Health Permit; Seller's Permit; CalFresh (formerly known as Food Stamp) Permit; proper posting of prices (on, above, or below the food item), and required inventory. 2. **Compliance Buy** is a purchase made by a CA WIC Program representative to check a store's compliance to Federal and State regulations. 3. **Routine Monitoring visit** is an on-site visit to an authorized store to review items similar to the pre-authorization visit. 4. **Audit** is when a WIC representative audits a vendor's records that must be kept for a period of time up to three years. The store is notified approximately thirty (30) days ahead by a letter that lists the documents that must be shown to the auditor. Usually the audit occurs at the store location. An example of documents that might be requested for audit is inventory record invoices. What questions do you have about vendor monitoring?
Vendor Sanctions 	1. Among the violations that may result in a **one-year** disqualification are: • Providing unauthorized food items • Providing items in excess of the maximum quantity listed on the FI. • Soliciting WIC participants at or near a local WIC agency or clinic. 2. Among the violations that may result in a **three (3) year** disqualification are: • Charging for food items that the WIC shopper did not receive. • Charging the CA WIC Program a higher price than the posted price. • Providing credit or non-food items in exchange for FIs. 3. More serious violations can result in a **six (6) year or**

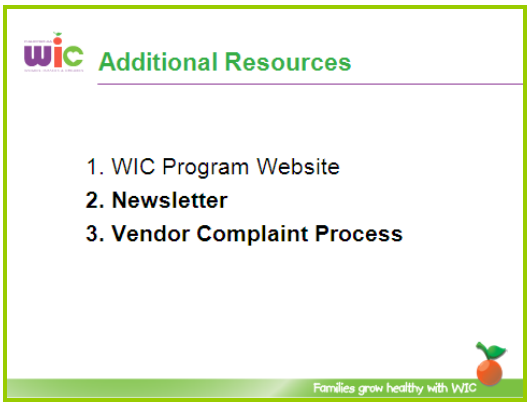
Subject/Slide	Trainer Notes or Instructions
	permanent disqualification such as a conviction of trafficking in FIs (buying, selling, or exchanging FIs) or selling firearms or controlled substances in exchange for FIs. 4. If there is more than one store under the same contract, the stores can be individually disqualified. 5. Money penalties are an alternate sanction when the disqualification of a store would mean a hardship for WIC shoppers in areas where stores are limited. 6. Vendor claims occur when the State determines that a vendor owes money to the CA WIC Program. An audit of a store's records may result in a claim. Non-payment of a claim my result in the vendor being disqualified from the CA WIC Program. 7. Appealing a sanction - To appeal, the store must submit a written appeal with in thirty (30) calendar days to the Administrative Hearings and Appeals. The store is provided detailed information on the appeal process at the time of the disqualification or penalty. <u>A store will not be able to redeem FIs during the appeal process.</u> What questions do you have about vendor sanctions?
Food Stamp Program (Now CalFresh!) 	Review slide with attendees. Note that the Food Stamp Program is now called the Cal-Fresh Program (second click). Also, formerly referred to as SNAP (Supplemental Nutrition Assistance Program). Advise attendees that: 1. Disqualification from the CalFresh Program will result in disqualification from the CA WIC Program. Disqualification from the CA WIC Program will result in disqualification from the CalFresh Program 2. The disqualification from the two (2) programs will be for the same length of time. If the disqualification from the CalFresh Program is for one (1) year starts on February 14th of this year, but WIC wasn't notified until April, the year for WIC will start in April and end in March. 3. This type of disqualification is not subject to appeal.

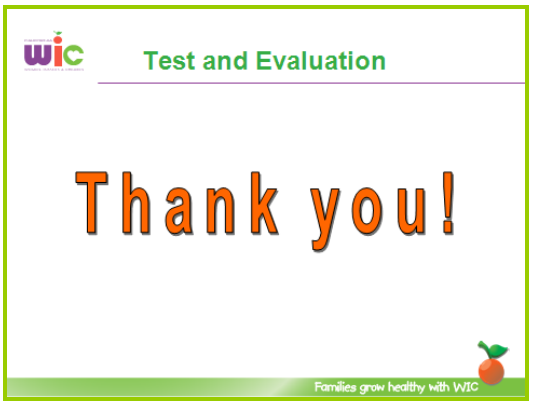
Subject/Slide	Trainer Notes or Instructions
Vendor Resources  	**Vendor Resources** are listed on page 26 of the workbook**:** 1. **WIC Website:** See home page on next slide. **Note to trainer:** If you have access to the internet, suggest using the *Hide* feature of PowerPoint for the next 5 slides showing the WIC webpages, and instead, connecting to the internet and demonstrating how to access the resources listed on the Grocers/Vendors webpage.
 	WIC Works Website (2 slides): *How many of you have ever gone to the wicworks website and checked out all the resources? (If internet access is available, recommend demonstrating on the actual website.)*. The first of the webpage slides show the CA WIC Program's homepage; the first slide is the upper portion of the homepage and…
 	The second slide shows the lower portion or the webpage where the Grocers/Vendors Resources tab is located.

Subject/Slide	Trainer Notes or Instructions
WIC Vendors Webpage 	**Grocers/Vendors Page (2 slides):** Point out the following features of this page: The top of the webpage has the latest news bulletin. Scroll down for vendor resources…. Scrolling down……

Scrolling down…
 
	Website resources include:
	• **WIC Vendor News** (Show Newsletter)
	• **Grocer/Vendor Alerts:** Important information and notices, such as changes to authorized foods list or to food instruments.
	• **Cashier Tools** include:
	  ○ WIC Authorized Food List Shopping Guide
	  ○ quick reference sheets
	  ○ *Welcome to WIC* video
	• **WIC Vendor Materials Form** – OSP 508
	• **VWIX Training Schedule** – the email address for questions about VWIX training is in item1.
	VWIX: Click on the link at the top to go to the VWIX sign-in page. The next slide shows this web page.

https://VWIX.ca.gov 	**VWIX screen:** Once vendors are authorized, they may enter their FI serial numbers by using VWIX. This is the sign-in screen. The next slide is the Contract Name screen. What questions do you have about the Grocers/Venders web page and VWIX?

Subject/Slide	Trainer Notes or Instructions
Vendor Resources (Cont'd)  	**Vendor Complaint Process:** There are three options for submitting a complaint to the CA WIC Program to report any kind of program abuse by WIC shoppers, local WIC agency employees, WIC vendors, or State WIC staff. Contact information for each option is on page 26 of your workbook.
 	Review the last two items on page 26 of the workbook; **WIC Vendor Consultants** and **Local Vendor Liaisons**, commonly referred to as "LVLs". Point out that **WIC Vendor Consultants** work for the CA WIC Program. A Vendor Consultant was assigned to vendors at the time of a store's initial authorization. An example of a time when we might contact our WIC Vendor Consultant is when we want to use the WIC logo in advertising and check to be sure that our use of the logo is within the State and Federal regulations. **Local Vendor Liaisons, "LVLs",** <u>are not employed by the state</u>, but work for the local WIC agency. They work with the same customers you do, and are interested in assisting you in providing good customer service. Your LVL is the person to call if a WIC shopper left the WIC ID folders or FIs in your store, or if you run out of WAFL Shopping Guides. LVLs are a good resource for questions on WIC authorized foods and CA WIC Program procedures.
Optional review activity.	**Note to trainer:** Suggest review activity such as "*Jeopardy*", which is located on the wicworks website in the VCP Activities link.

Subject/Slide	Trainer Notes or Instructions
	Thank the attendees for their participation in the training. It is time to take the final test. When finished with the test, bring your test to the front, and complete the evaluation form.