



LET'S GO SHOPPING

Flip Card Guide for
Individual Education





Overview for WIC Counselor

- 1 Give these handouts to the participant:
 - a. Shopping Guide
 - b. Your WIC Foods (OPTIONAL)
- 2 Ask participant to review the materials while waiting for counseling.
- 3 Use these flip cards to help guide the individual education of the WIC foods. Only review the flip cards that apply to the participant.
- 4 Be sure to do the activities listed on the flip cards with the participant, as these activities help to test the participant's understanding of the information.

Milk



- 1 “Let’s take a look at milk. Turn to page 4 of the Shopping Guide.”
- 2 “Let’s review what is the **SAME** and **DIFFERENT**.”

What is the **SAME**

- You can buy reduced fat 2%, lowfat 1%, and fat free fluid milk.
- You can buy lowfat or nonfat powdered or evaporated milk.

What is **DIFFERENT**

- You can only buy whole milk if it is printed on your check.
- Only children between 1-2 years old can buy whole milk.

- 3 “Now, let’s practice deciding what you can and cannot buy.” *(Flip this card over)*

Milk

Looking at these gallons of milk, point to which kind(s) of milk you **CAN BUY** with your WIC checks.



Cheese

- 1 “Let’s take a look at cheese. Turn to page 5 of the Shopping Guide.”
- 2 “Let’s review what is the **SAME** and **DIFFERENT**.”



What is the **SAME**

- Cheddar, Jack, and Mozzarella are flavor choices

What is **DIFFERENT**

- New flavor choices: Colby, Colby Jack, and Mozzarella string cheese
- Processed American is no longer a flavor option.
- Must be in a 16 oz package
- You cannot get your cheese sliced at the deli counter.

- 3 “Now, let’s practice deciding what you can and cannot buy.” *(Flip this card over)*

Cheese

Look at these foods. Decide which food you **CAN BUY** or **CANNOT BUY**.
Use your Shopping Guide to help you.



16 oz
Mozzarella String
Cheese



16 oz
Colby Jack Cheese



Two, 8 oz
Packages of Sharp
Cheddar Cheese



16 oz
Jack Cheese,
sliced at the deli

Juice

- 1 “Let’s take a look at juice. Turn to pages 16-17 of the Shopping Guide.”
- 2 “Let’s review what is the **SAME** and **DIFFERENT**.”



What is the **SAME**

- Frozen or plastic bottle still available.
- Some of the same flavors still available.
- Still need to look for 100% juice and 120% vitamin C.

What is **DIFFERENT**

- Non-frozen concentrate (11.5 oz) is a new form of juice you can get.
- Flavors added: grapefruit, tomato, cranberry and certain flavor blends.
- Shopping Guide gives helpful hints on how to get the most quantity of juice.
- You no longer need to select the flavor or type of juice you want at your WIC appointment.

- 3 “Now, let’s practice deciding what you can and cannot buy.” *(Flip this card over)*

Juice

Look at these foods. Decide which food you **CAN BUY** or **CANNOT BUY**.
Use your Shopping Guide to help you.



Apple Strawberry
64 oz plastic bottle



Orange Juice
64 oz refrigerated



Ruby Red Grapefruit
64 oz plastic bottle



Organic Grape
46 oz plastic bottle



Apple Cranberry
12 oz frozen



Apple
11.5 oz non-frozen
concentrate

Whole Grains



- 1 “This is a new WIC food added. Turn to page 7 of your Shopping Guide.”
- 2 “Let’s review some key points.”

Key Points

- For all children age 1 and older, pregnant women and women who are mostly breastfeeding, you can buy 100% whole wheat bread or other whole grain foods.
- Other whole grain foods: brown rice, corn tortillas, whole wheat tortillas, oatmeal, bulgur, and whole grain barley.
- You will need to check the label for some of these foods. For example, the whole wheat bread must say “100% whole wheat” on the front label.
- You can buy any brand, but it will need to be in a 16 oz package.

- 3 “Now, let’s practice deciding what you can and cannot buy.” *(Flip this card over)*

Whole Grains

Look at these foods. Decide which food you **CAN BUY** or **CANNOT BUY**. Use your Shopping Guide to help you.



Wheat bread
16 oz



Brown rice
16 oz

White rice
16 oz



100% Whole wheat bread 16 oz



Whole wheat tortillas 16 oz



Flour tortillas
20 oz

Fruits and Vegetables

- 1 “This is a new WIC food added. Turn to pages 18-20 of your Shopping Guide.”
- 2 “Let’s review some key points.”



Key Points

- You can buy any fruit or vegetable that is fresh, frozen, or canned.
- The only potatoes you can buy are sweet potatoes or yams.
- You can buy organic fruits and vegetables.
- You cannot buy dried fruit.
- You cannot buy herbs such as parsley, basil, cilantro, or mint.

- 3 “Now, let’s practice deciding what you can and cannot buy.” *(Flip this card over)*

Fruits and Vegetables

Look at these foods. Decide which food you **CAN BUY** or **CANNOT BUY**.
Use your Shopping Guide to help you.



Fresh vegetables



Red, Yellow, Purple potatoes



Unsweetened Applesauce



Sweet potatoes or yams



Raisins



Frozen mixed vegetables

WHAT TO DO...

You have an \$8 fruit and vegetable check, but

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
231900713IG	ISABELLE GALVAN	OCT 15 09	NOV 14 09	269534039

CA WIC
WOMEN, INFANTS & CHILDREN

Pay to the order of: WIC Authorized Vendor

700-269534039

What to buy:
\$8 (EIGHT DOLLARS) FRUITS AND VEGETABLES
MAY COMBINE FRESH, FROZEN, AND CANNED

PARTICIPANT MAY PAY AMOUNT OVER \$8 (EIGHT DOLLARS)

EXACT PURCHASE PRICE: _____

MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE

FOOD ITEM NUMBER

the fruit you picked costs \$8.25



YOU CAN...

BUY LESS

Put back one or more oranges so that the total amount is less than the check amount.



OR

PAY THE DIFFERENCE

Pay the difference with your own money.



OR

USE YOUR ADVANTAGE EBT CARD

Use your Advantage EBT card to pay the difference.

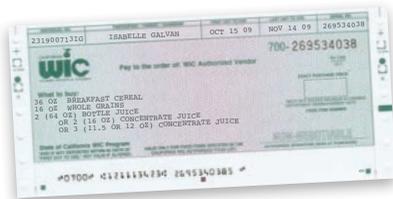


REMEMBER

The fruit and vegetable check is the ONLY WIC CHECK that allows you to pay the difference.

New WIC Check

- 1 “There have been a few changes to the WIC check.”
- 2 “Let’s review some key points.”



Key Points for the New WIC Check

- Your check no longer has a box at the top of the check that tells you which foods are on the check.
- The WIC check will only list what to buy and how much to buy. It may not list the kinds of food you need to buy.
- You need to use your Shopping Guide.
- More foods have been combined together on one check.
- Your check may list different amounts of food than you are used to. Read your check carefully.
- Some checks may list choices of foods to buy. For example: *Bottle Juice **OR** Concentrate Juice*

- 3 “Now, let’s take a look at the new check.” (*Flip this card over*)

New WIC Check

INDIVIDUAL NO.	PARTICIPANT / PARENT / GUARDIAN	FIRST DAY TO USE	LAST DAY TO USE	SERIAL NO.
231900713IG	ISABELLE GALVAN	OCT 15 09	NOV 14 09	269534038



What to buy:
 36 OZ BREAKFAST CEREAL
 16 OZ WHOLE GRAINS
 2 (64 OZ) BOTTLE JUICE
 OR 2 (16 OZ) CONCENTRATE JUICE
 OR 3 (11.5 OR 12 OZ) CONCENTRATE JUICE

State of California WIC Program
 VOID IF NOT DEPOSITED WITHIN 45 DAYS OF
 "FIRST DAY TO USE." NOT VALID IF ALTERED.

Pay to the order of: WIC Authorized Vendor

700-269534038

90-1342
1211

EXACT PURCHASE PRICE:

*MUST NOT EXCEED MAXIMUM ALLOWABLE DEPARTMENT REIMBURSEMENT RATE

FOOD ITEM NUMBER

NON-NEGOTIABLE

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)

1A-NON

1B

⑈0700⑈ ⑆121113423⑆ 2695340385 ⑈

#98055 Rev 8/09 

Baby Foods

Review this card only if it is applicable to the participant.

- 1 “This is a new WIC food added for babies. Turn to page 13 of your Shopping Guide.”
- 2 “Let’s review some key points.”



Key Points

- All babies 6-11 months will receive baby fruits and baby vegetables.
- Babies who are only breastfed (and receive no formula) will receive twice the amount of baby fruits and vegetables, and will receive baby meats.
- You can buy any brand that is in a 4 oz container or 3.5 oz “2 pack.”
- You can buy plain fruits, plain vegetables, or combinations of two or more plain fruits or vegetables, such as Stage 2 or 2nd foods.
- You cannot buy dinners like turkey noodle or baby desserts like custard pudding.

- 3 “Now, let’s practice deciding what you can and cannot buy.” (*Flip this card over*)

Baby Foods

Look at these foods. Decide which food you **CAN BUY** or **CANNOT BUY**. Use your Shopping Guide to help you.



3.5 oz "2 pack"
Bananas



4 oz jar
Organic Carrots



6 oz jar
Vegetable Chicken Dinner



4 oz jar
Rice Cereal with Apple

Soymilk

Review this card only if it is applicable to the participant.

- 1 “This is a new WIC food option for those who request it. The milk and cheese can be substituted with soymilk.”
- 2 “Let’s review some key points. Turn to page 6 of your Shopping Guide.”



Key Points

- If you are a woman on WIC you can request to receive soymilk instead of milk.
- If you have a child on WIC who needs soy foods (soymilk and tofu), you will need to get your doctor’s approval first. WIC will give you the form the doctor needs to fill out.
- You can only buy the brands that are listed in your Shopping Guide.
- It must be the plain flavor.

- 3 “Now, let’s practice deciding what you can and cannot buy.” *(Flip this card over)*

Soymilk

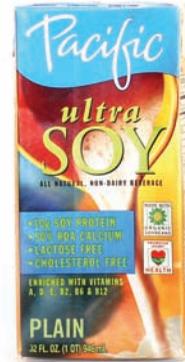
Look at these foods. Decide which food you **CAN BUY** or **CANNOT BUY**.
Use your Shopping Guide to help you.



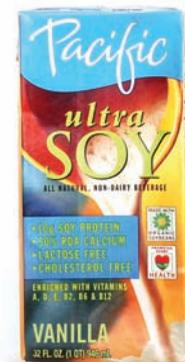
½ gallon
Silk plain



½ gallon
8th Continent
original



1 quart
Pacific Natural
plain



1 quart
Pacific Natural
vanilla

Tofu

Review this card only if it is applicable to the participant.



- 1 “This is a new WIC food option for those who request it. The cheese can be substituted with tofu.”
- 2 “Let’s review some key points. Turn to page 6 of your Shopping Guide.”

Key Points for Tofu

- If you are a woman on WIC you can request to receive tofu instead of cheese.
- If you have a child on WIC who needs soy foods (soymilk and tofu), you will need to get your doctor’s approval first. WIC will give you the form the doctor needs to fill out.
- You can buy plain tofu that is refrigerated in a 14-16 oz package.
- You can only buy the brands and textures that are listed in your Shopping Guide.

- 3 “Now, let’s practice deciding what you can and cannot buy.” *(Flip this card over)*

Tofu

Look at these foods. Decide which food you **CAN BUY** or **CANNOT BUY**.
Use your Shopping Guide to help you.



16 oz
Tofu in bulk



16 oz
House Refrigerated firm
seasoned tofu



12 oz
Mori-nu Shelf-stable
soft tofu



14 oz
House Refrigerated
firm tofu

Other WIC Foods

Breakfast Cereal

- 1 “Let’s take a look at breakfast cereal. Turn to pages 8-9 of the Shopping Guide.”
- 2 “Let’s review what is the **SAME** and **DIFFERENT**.”

What is the **SAME**

- Some of the same brands.

What is **DIFFERENT**

- There are more whole grain choices.
- The selection for children and women are the same.

Canned Fish

(Review only if participant is FULLY BREASTFEEDING)

- 1 “Let’s take a look at canned fish. Turn to page 12 of the Shopping Guide.”
- 2 “You will now have three fish options. In addition to chunk light tuna, you can also buy pink salmon and sardines.”

Eggs (pg 5)

Peanut Butter (pg 10)

Dry Beans (pg 11)

Infant Cereal (pg 15)

- 1 “There have been few changes to these foods. Be sure to review your Shopping Guide to see more information about these foods.”

Infant Formula

Review this card only if it is applicable to the participant.

- 1 “Let’s take a look at formula. Turn to page 14 of your Shopping Guide.”
- 2 “Let’s review what is the **SAME** and **DIFFERENT**.”



What is the **SAME**

- Same brands offered.

What is **DIFFERENT**

- The number of cans you get from WIC may change depending on the age of your baby.
- Amounts are listed in the handout called, *Your WIC Foods*.

- 3 Review your agency's formula policy in the first 30 days, if applicable to participant.



Closing

- 1 “What changes are you most excited about?”
- 2 “What questions do you have about how to shop with your new WIC checks?”
- 3 “What questions do you have about the foods you CAN or CANNOT buy with your WIC check?”

