



Welcome to WIC

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| Who | <p>WIC participants new to the program or returning after not participating for awhile.</p> <p>WIC facilitator—WIC staff who are familiar with the program requirements and knowledgeable about local stores and how to shop for WIC foods. The facilitator does not need to be a WIC Nutrition Assistant.</p> |
| Why | <p>We want to warmly welcome participants to the program and help them feel good about their participation in WIC. Participants also need to understand their roles and responsibilities in the WIC program. To help make the shopping experience go smoothly, WIC participants need to practice choosing the correct WIC foods and to understand the procedure for using WIC checks.</p> |
| Time | <p>40 minutes (does not include eligibility determination and individual nutrition assessment and education)</p> |
| Set-up | <p>Chairs set-up in a circle/semi-circle</p> |
| Objectives | <p>By the end of this session, participants will have:</p> <ul style="list-style-type: none">• Listened to a summary of the WIC program benefits, services, and referrals.• Identified when and how to contact the local WIC agency and who to contact if they have questions or concerns at the grocery store• Practiced using the Shopping Guide and WIC checks to determine CAN BUY or CANNOT BUY foods• Reviewed the steps for checkout described in “Using Your WIC Checks”.• Reviewed the required points that must be covered from the “Know Your Rights and Responsibilities”. (Participant reads “Rights and Responsibilities” individually before or after class) |



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Materials Needed

Provided by State WIC:

- PowerPoint presentation with embedded video clips
- Large WIC ID Folder (if not using PowerPoint)
- Food Photos – if not using PowerPoint you will need to print these from the PowerPoint slides
- Small sample Combination Check Food item #6003: 1 gal lowfat (1%) or Nonfat milk, 16 oz whole grains (See Insert), 36 oz cereal— one per participant
- Sample WIC logo window cling or poster that vendors use
- “Referrals, How Can We Support You” – one per participant
- “WIC Authorized Food List Shopping Guide” (Currently--July 5, 2011) – one per participant
- “Welcome to WIC What You Need to Know” – one per participant
- “Using your WIC Checks” – one per participant
- Items Attached at End of Lesson Plan:
 - Overview of Lesson
 - Baby foods – review after class only with participants with an infant
 - Policy Checklist for Orientation

Optional (Local agency provides):

- Example of buy-one-get-one-free foods (berry containers, cereal, etc)
- Local agency specific resource brochure

Completing the Orientation

The participant will be seen individually before or after the group session to complete the following:

1. **Determine** WIC eligibility and identify risk codes.
2. **Read** “Know Your Rights and Responsibilities” (participant reads or staff reads to participant). Ask the participant if she has any questions about her rights and responsibilities, then ask her to sign a copy for local agency files. (This can be reviewed individually or as part of the orientation class)
3. **Complete Motor Voter** per WIC policy.
4. **Issue** WIC ID Folder.
5. **Make referrals** to appropriate services.
6. **Offer nutrition education** (If agency is doing a 1 step enrollment procedure).



Welcome to WIC

1. Welcome/Introduction/Warm-Up.....2 minutes

Introduce yourself and warmly welcome participants.

Make announcements. (Location of the bathrooms, importance of watching children, agency policy on food and drink, etc.)

“Today you will learn about what services WIC has to offer, how to choose WIC foods, what to do at the checkout stand, and your rights and responsibilities as a WIC participant. The class is about 40 minutes long.”

“First, to get to know each other a little bit, please turn to the person next to you, introduce yourself, and say how old your children are or what your due date is.” *Pause to allow participants to talk to each other.*

2. Overview of WIC Program Benefits.....4 minutes

“Now let’s watch this short video about WIC’s services.”

Play video clip #1 (3 minutes).

“That was an overview of general WIC services. Our agency also provides...” *Add any additional information specific to your local WIC agency services and resources. For example, breastfeeding services, peer counseling (PC) program, first 30 day policy, appointment policies, options for nutrition education, etc.*

Provide the handout “Referrals, How Can We Support You?” (or your agency-specific referral handout.)

“This handout has information about some other programs that you may qualify for. We have information on many programs and services. If you need help or have a question on anything just ask your WIC staff person to see if she has some ideas or suggestions for you.”

“What questions do you have about the services WIC has to offer?”



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3. WIC ID Folder4 minutes

“Now let’s find out about your WIC identification folder by watching this next video clip.”

Play video clip (2 minutes).

“Let’s review the WIC ID folder.”

Point to WIC ID folder and say:

- “Here is your WIC Family ID number.”
- “At the bottom of the folder is our WIC Agency address and phone number.”
- “On the back is the date and time of your next WIC appointment.”
- “Always bring your WIC ID folder with you to your WIC appointments.”

“You and your child have to be here for certification appointments. Certification appointments are when we ask you to bring proof of income and address and when we determine whether you are eligible for WIC. You can send your alternate for other appointments.”

“If your alternate comes in to WIC to pick up your checks he/she needs to be listed as an alternate in the computer, and have signed your WIC ID folder. He/she must bring in his/her own ID and your WIC ID folder to WIC. A staff person will ask you if there is anyone you want listed in the computer as an alternate.”

“WIC will need routine blood test results from your doctor. Any time your child has a blood test done, ask for a copy of the results and bring them to WIC. A blood test result for iron is needed from Pregnant and Postpartum women too. If WIC doesn’t have a current blood test result, then we will provide a referral form for you to take to your doctor before your next WIC appointment.”



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4. Checks.....4 minutes

“Now, let’s take a look at a sample WIC check.”

Pass out a sample WIC check to each participant.

“Look at this sample check. This next video clip talks about important things on the WIC check.”

Play video clip (1 ½ minutes).

“One important thing to remember is lost or stolen WIC checks cannot be replaced. Keep them in a safe place.”

“What are your questions about your WIC checks?”

“The video mentioned that you can shop at any WIC authorized grocer. You know a store accepts WIC checks if they display this WIC logo (*show logo*). Consider choosing a store that has a variety of WIC food options, like lots of whole grain choices, a variety of different fresh fruits and vegetables, and good prices.”

“By a show of hands, who has seen this WIC logo at a store?”

Pause.

“Where did the store display the WIC logo?” *Pause. (If a specific grocery store is mentioned, ask where they saw the logo displayed.)*

Add, if needed: “Usually stores display the logo on their front window or on the door as you enter.”

“If you are wondering if a store that you shop at accepts WIC checks, just look for the logo near the front door”.



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5. Using the Shopping Guide.....10 minutes

“Now let’s look at an important tool, the Shopping Guide.”

Pass out the shopping guide and review the following:

- ✓ Date on shopping guide matches date of shopping guide on check.
- ✓ Organized by kinds of food and colored tabs.
- ✓ Lists foods you CAN buy and some foods you CANNOT buy.

Activity:

Facilitators Note: Throughout this activity, assure participants that deciding whether you can or cannot buy a food with WIC checks can be tricky. Do not single people out but make a group statement to assure safety with this activity. For example, you could say, “Looks like most of you show a thumbs down. That is correct. You cannot buy grated cheese.”

“Let’s practice using your Shopping Guide.”

1. “Turn to page 7. This page lists different cheeses that you CAN and CANNOT buy with your WIC checks.”
2. “I will call out different types of cheese. Look in your Shopping Guide to see if you can or cannot buy it.”
3. “If you can buy it, show a thumbs up. If you cannot buy it, show a thumbs down. Can you buy:”

Show cheese pictures.

- a. Shredded cheese? = **No**, only block and round cheese is allowed. (*Refer participants to the CANNOT BUY section, second bullet if they did not find the answer.*)
- b. 8 oz Low fat Cheddar cheese? = **No**. You **can** buy low-fat cheddar cheese but it must be in a 16 oz. package. So you are unable to purchase this package of cheese.
- c. 16 oz Colby-jack? = **Yes** (*Refer participant to the CAN BUY section.*)



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- d. 16 oz Cheese with added hot peppers? = **No**. Cheeses with added ingredients are not allowed. (Refer participants to the **CANNOT BUY**, 4th bullet.)

“No one can remember all the can and cannot buys without the help of the Shopping Guide. Take it with you to the grocery store – keep it in your WIC ID folder.”

“Now let’s practice with the WIC check. **Who would like to read the ‘What to buy’ section of this check?**”

“Thank you! Right, 1 gallon milk, lowfat (1%) or Nonfat only, 16 oz. whole grains (See Insert), and 36 oz. of breakfast cereal. You have to buy these foods all together and at the same time.”

Activity:

Milk

“Let’s start with the milk. 1% or fat free milk are the low fat choices for women and **children age 2 and older**. Whole milk is the only choice for **children 12-23 months old**.”

1. “Turn to page 6 in your Shopping Guide.”
2. *Show milk pictures.*
3. “Which of these can you buy with this sample check?”

| Item | Can Buy? | Explanation |
|----------------------|------------|---|
| 1 gallon whole milk | No | Only on check for children 12-23 months old. This check says lower fat milk. |
| ½ gallon 1% milk | No | This check says 1 gallon. You may only buy half gallons if your check says ½ gallon. |
| 1 gallon nonfat milk | Yes | |
| 1 gallon soy milk | YES | You can get soy milk but you must request it to be on your WIC check. Talk to your WIC staff person if you want soy milk. |



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Whole grains

1. "Turn to page 9 in your Shopping Guide."
2. *Show pictures of grains.*
3. "Which of these can you buy with this sample check?"

| Item | Can Buy? | Explanation |
|-------------------------------|----------|--|
| 24 oz. wheat bread | No | Must say "100% whole wheat" on front of package and be a 16 oz size. |
| 16 oz. brown rice | Yes | White rice is not allowed. |
| 16 oz. 100% whole wheat bread | Yes | Must say "100% whole wheat" on front label and buy the brands listed on the Insert |
| 16 oz. whole wheat tortillas | Yes | Must say "whole wheat" or "100% whole wheat" on front label. These are brand specific and must buy the brands listed on the Insert |

Cereal

1. "Turn to pages 10-11 in your Shopping Guide. Cereals come in many different flavors but only the ones on these pages are allowed for WIC."
2. *Point out the helpful hints at the bottom to help get as close to 36 ounces as possible without going over.*
3. *Show pictures of cereal combinations.*
4. "Can you buy this combination of cereals with this check?"

| Item | Can you buy this combo? | Explanation |
|---|-------------------------|--|
| 18 oz. box Cheerios 12 oz. box Honey Kix 12 oz. box Bran Flakes | No | All of these cereals are allowed but the total amount is over 36 oz. |
| 18 oz box Frosted Mini-Wheats Little Bites 18 oz box Multigrain Cheerios | Yes | 18 oz + 18oz = 36 oz |



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“You have now successfully selected foods that you can buy with this sample WIC check. Each check will be a little different, so remember your Shopping Guide when you go to the store!”

“What are your questions about shopping for WIC foods?”

6. Shopping with the Fruit and Vegetable Check...8 minutes

“Now let’s talk about a different type of check that you will have—the fruit and vegetable check. We’ll watch another short video clip that describes this check.”

Play video clip (2 minutes).

“Turn to pages 15-17 in your Shopping Guide. Take a minute to look at what fruits and vegetables you can and cannot buy. (Pause) Notice you can buy fresh, frozen, and canned fruits and vegetables as long as they do not have any added fats, sugars, or other ingredients. Dried fruit is allowed for women only.”

Activity:

“Now let’s practice deciding what fruits and vegetables we can buy with our WIC check. Call out a favorite fruit or vegetable and we will decide if we can buy it with WIC checks.”

As a group decide whether or not that fruit or vegetable can be bought with WIC checks. Try at least three examples.

Add the following if not already brought up:

“Potatoes are not allowed; however sweet potatoes and yams are allowed. Fresh herbs are not allowed, like cilantro or basil.”

“Think of the fruit and vegetable check as a coupon for \$8 off the fruits and vegetables you are already buying. You don’t have to get exactly \$8 – you can pay the extra amount with cash or your EBT card.”

“Sometimes you see buy-one-get-one-free offers in the fruit and vegetable section of the store (berries, bagged salad) and other parts of the store.



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You can take advantage of these special offers with your WIC checks.”
Optional: As you say this, hold up berry containers or other foods commonly sold as buy-one-get-one-free.

“If you have more than one person on WIC and are using more than one fruit and vegetable check at the store, group fruits and vegetables with each check.”

“Today we practiced shopping for some of the foods on a sample WIC check. The foods and amounts on **your** WIC checks may be different from the ones you have seen here. With the help of your Shopping Guide, I’m sure that you will choose the correct foods to buy with your WIC checks.”

“What questions do you have about choosing WIC foods?”

7. At the Checkout.....5 minutes

“Now that we know how to select WIC foods at the store, let’s watch a short video about how to checkout using your WIC checks. Knowing what is supposed to happen at the checkout will help you save time and have a good shopping experience.”

Play video clip: At the checkout (2 ½ minutes).

After the video, distribute the handout: “Using Your WIC Checks.”

“This handout is a review of how to use your WIC checks. Let’s take a closer look at steps 7 and 8 on the back of the handout. Make sure to sign your checks **after** the cashier fills in the purchase price. Look to make sure the price is correct then sign the check.”

“What are your questions about using your WIC checks?” *Pause to allow people to think and share.*

If no responses, say: “You may not have questions about using your WIC checks now. That’s okay. Keep this handout with your WIC ID folder so you can use it later if you have questions at the store or to share with your alternate.”



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“WIC cares about your shopping experience and we want to know if things don’t go smoothly for you. You should be treated the same as all the other customers at the store. If you ever have any problems at the store, make sure to let our office know. Call the number or send an email to the contact information on the back of your “Using your WIC Checks” handout.”

8. Rights and Responsibilities Review.....5 minutes

Note: This review can be done in a group or individually.

“The final thing we need to do today is review your rights and responsibilities when participating in WIC. Please watch and listen to this video clip which explains your rights and responsibilities.”

Show video clip.

Pass out the handout “Welcome to WIC”.

“This handout has a copy of your Rights and Responsibilities. You will sign a different copy which we will keep. This handout also has some common questions you may have about WIC such as “What if I lose my WIC ID Folder?” Keep it to refer to later.”

“What are your questions about your rights and responsibilities on the WIC Program?”

9. Closing.....1 minute

“Thank you for your participation and attention. We hope that this class has shown you all the wonderful things WIC has to offer and has prepared you for a smooth shopping experience.”

“Please call us if you have any questions or problems. Welcome to WIC!”



Welcome to WIC

Overview of Lesson

- 1. Welcome, Introductions and Warm Up**
- 2. Overview of WIC Program Benefits and Services**
- 3. WIC ID Folder**
- 4. Checks**
- 5. Using the Shopping Guide**
- 6. Shopping with Your Fruit and Vegetable Check**
- 7. At the Checkout**
- 8. Rights and Responsibilities Review**
- 9. Closing**



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Appendix –

Shopping for Other Foods (optional).....5 minutes

Baby Foods

If you have participants with an infant 6 months or older, review the following information with them after class.

“Now, let’s talk about another WIC food, baby food. Turn to **page 18-20 (pink tab)** of your Shopping Guide. Here are some important things you need to know:

- 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” (net wt. 7 oz.).
- You cannot buy baby fruits and vegetables in pouches. (effective Oct 26, 2013)
- You can buy plain fruits, plain vegetables, or combinations of two or more plain fruits or vegetables, such as Stage 2 or Second foods.
- You cannot buy combination dinners like turkey noodle.
- You cannot buy baby desserts like custard pudding.”

Optional baby food practice activity

“Now, let’s practice selecting the right baby food. I am going to call out a type of baby food. Using your Shopping Guide, tell me if you can or cannot buy it.”

Baby Food Examples: “CAN or CANNOT buy?”

- Bananas, 3.5 oz. “2 pack” **(CAN)**
- Organic carrots, 4 oz. jar **(CAN)**
- Vegetable chicken dinner, 6 oz. jar **(CANNOT)**
- Cereal and apple, 4 oz jar **(CANNOT)**



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